BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

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HINT NO FREEZE-END BEFORE COLOR-TV

Block Programming Increasing On Webs

In line with the major networks' usual tendency to block program night-time "situation" dramas, ABC last week scheduled its two new acquisitions, "Chandu, the Magician" and "The Casebook of Gregory Hood," as two back-to-back Saturday series, 8-8:30 p.m. and 8:30-9 p.m., EST, respectively, beginning Oct. 15.

"Gregory Hood," which has been on MBS since its debut in September, 1946, will be offered by ABC for alternating sponsorship. On Mu-

(Continued on Page 5)

Miller In Dallas Today For District 13 Meeting

Dallas—Two hundred broadcasters from the Texas area will gather at the Hotel Adolphus here today for a two-day meeting of District 13, NAB, Clyde W. Rembert of KRLD, Dallas, district director, announced Friday.

The meeting will hear addresses by Justin Miller, president of NAB, Maurice Mitchell of Broadcast Advertisement Bureau and Richard

(Continued on Page 2)

New WLIB Owners Aim At Special Audiences

WLIB, New York, sold two weeks ago by Dorothy Schiff to the New Broadcasting Co., will build special programs for two large segments of the metropolitan audience—Jewish and Negro listeners. This was disclosed on Friday by Morris Novik, one of the new owners, at a recep-

(Continued on Page 8)

Award

Toledo—Art Barrie, announcer for WSPD, Toledo, has been awarded the Citizenship Medal of the Veterans of Foreign Wars by the Toledo Post, VFW, for outstanding service to citizens of Toledo. His "Sidewalk Interviews" program has long stressed the problems of the ordinary citizen as well as the returning war veteran.

Confirmation

Crosley Corporation and Generoso Pope, publisher of Il Progresso Italo-Americano, Friday confirmed the sale of WINS, 50,000 watt New York station, to the Pope interests who operate WHOM, 5,000-watt language station in New York. Terms of the deal were not disclosed. It was reported, however, that the purchase price was $512,500.

The Pope interests, according to reports, hope to retain the call letters of WHOM on the WINS wave length and to convert it into a language station. They will then sell the WHOM transmitter and wave length. Recently WHOM went to 5,000 watts at an expense of around $225,000.

Radio Pioneers Plan New Club Activities

Plans for a luncheon meeting of the Radio Pioneers to be held at the Roosevelt Hotel in New York on Wednesday, October 19th, for the purpose of discussing several matters of policy were announced Friday by William S. Hedges, of NBC, president of the club.

Among the matters which will

(Continued on Page 6)

Public Service Spots Skedded During Series

Commercial time during the World Series broadcasts and telecasts will be shared by the Gillette Safety Razor Co., sponsors, with the

(Continued on Page 2)

FCC "Didn't Do Too Well On B & W," Says Coy, Questioning Engstrom; No Session Scheduled Today

Washington Bureau of RADIO DAILY

Washington — The first week of the FCC's hearing on color television ended with a strong intimation that the Commission might refuse to lift the present freeze on TV until the industry is ready to make full speed ahead with color. This began to appear as Commission members ham-

(Continued on Page 6)

'We The People' Goes From CBS To NBC Web

The Gulf Refining Co. reportedly signed a contract on Friday with NBC for sponsorship of "We, The People" on both radio and television, involving combined billings of about $1,000,000 and constituting the second major sponsor switch from CBS to NBC within a week.

The simulcast, formerly heard on

(Continued on Page 6)

M-G-M Radio Attractions Bow On WMGM Oct. 10

WMGM, New York, will launch the Metro-Goldwyn-Mayer Radio Attractions series in the metropolitan area on Oct. 10, with a half-hour dramatization of "Crime Does Not Pay." The program, based on MGM film subjects, will be aired each Monday, 7:30-8 p.m.

On Oct. 12 another program in the

(Continued on Page 8)

Nielsen Ratings Rising With Return Of Stars

National Nielsen Ratings for Aug. 21-27, just released, reflect the increased listening stemming from the advent of fall and the return of big-

(Continued on Page 2)

Researcher Ponders Future Of AM-TV

Speculating on the future of radio and television last week at an American Marketing Assn. meeting in New York, E. L. Deckinger, research director for the Biow Co., suggested that radio might eventually aim only for the daytime audience, leaving the nighttime field to television.

"In the daytime maybe the television addition would be a minimum

(Continued on Page 8)

1200 Expected To Attend ANA's Annual Meeting

Attendance of more than 1,200 is expected at the Association of National Advertisers' 40th annual meeting, to be held Oct. 12 at the Waldorf-Astoria, New York.

Speakers will include Paul G.

(Continued on Page 2)

Tele-Set Increase Ups Rate; Cost Per M. Down, Says Net

General rate increase for most stations in the country is expected in the near future in the light of an NBC announcement Friday of a boost by 22 of its affiliated stations.

Web's flagship, WNBT, New York, will have a new basic class A hourly rate of $2,000, beginning Nov. 1, compared with its present rate of $1500. The three other network outlets in New York also have a $1500 rate and these are expected to go up to the WNBT figure soon. In addition, WPIX, New York indie, also plans an increase from its present $1200 rate.

Rate increases in all cases will be based on the rapidly growing number of receivers in circulation.

In the 22 NBC cities, 17 of which are on the inter-connected network, the rate boost, in some cases as high as 40 per cent, may be com-

(Continued on Page 7)

Veteran

Hartford, Conn.—WTIC was reminded of its approaching silver anniversary on Saturday when plant manager Herman D. Taylor celebrated the completion of his twenty-fifth year with the Hartford station. Next February, a quarter century of actual broadcasting will be marked by WTIC. When The Travelers entered radio in 1924, Taylor was engaged.

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FINANCIAL

(*Septembgr* 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7⅛	7¼	+ ⅛
Admiral Corp.	24½	23⅝	23¾	+ ¼
Am. Tel. & Tel.	142¼	142	142⅛	— ⅛
CBS A	22½	22½	22½	.....
CBS B	22⅝	22½	22½	.....
Philco	30¼	30	30¼	+ ¼
RCA Common	12⅛	11⅞	12	— ⅛
RCA 1st pfd.	73¼	73¼	73¼	.....
Stewart-Warner	12⅜	12⅜	12⅜	.....
Westinghouse	25⅝	25	25⅝	+ ⅜
Westinghouse pfd.	99	99	99	+ ½
Zenith Radio	27¾	27⅜	27⅜	— ⅛

NEW YORK CURB EXCHANGE

Nat. Union Radio	3	2⅞	2⅞	— ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13¾	14¾
Stromberg-Carlson	10½	11¾
U. S. Television	5-16	½
WJR (Detroit)	7	7¾

CBS TV Affiliates Total Fifty Stations

The number of CBS-TV affiliates increased to 50 last week with the addition of WJAR-TV, Providence, Rhode Island, to the network effective immediately. Station, assigned Channel No. 11, is owned and operated by the Outlet Company, Providence. John J. Boyle is manager of the station.

WEAV
PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY McGILLVRA, Nat. Rep.

☆ COMING AND GOING ☆

MORGAN BEATTY, whose "News of the World" is heard on NBC, will return today from England, where he made a study of the situation resulting from the devaluation of the pound.

KEN SPARNON, field representative for BMI, left over the week-end for Memphis, where he'll attend the meeting of District 6, NAB. From there he'll go to Chattanooga on business, and later will attend the meeting of NAB's District 4 at Pinehurst, N. C.

LEE LITTLE, president of KTUC, Columbia network outlet in Tucson, Ariz., a visitor Friday at the New York headquarters of the web.

SIDNEY ASCHER, publicist, will return today from Madison, Wisc., where he spent a few days on business.

ALLAN SIMPSON, owner of WADC, affiliate of CBS in Akron, Ohio, conferred last week at the New York offices of the web.

BEN B. BAYLOR, JR., assistant general manager and director of sales for WMAL, Washington, D. C., has left on a business trip to Chicago, Detroit and Pittsburgh, where he'll consult with agency officials and sales executives of ABC.

HOWARD S. MEIGHAN, Columbia network vice-president and general executive, who has been named CBS chief executive officer on the West Coast, has arrived in Hollywood to take over his new duties.

TED GRANIK, whose "American Radio Forum" debuts as a simulcast on NBC tele and AM on Sunday, October 30, has returned from Kansas City, where he flew for conferences with a prospective sponsor.

GEORGE B. STORER, JR., manager of WAGA-TV, the Fort Industry TV station in Atlanta, Ga., who attended the color television hearings at the FCC last week, is expected in New York shortly.

EVERETT TOMLINSON, assistant western program director of CBS, has left on a two-week vacation.

SY BLOOM, scripter for "Buzz and Bill" on KDKA, Pittsburgh, is vacationing here in his native New York. During his absence, Ed King, of "Brunch with Bill," will take over the Bloom program.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is in Dallas, Tex., for the meeting of District 13, NAB. He'll be in Memphis the end of this week.

Nielsen Ratings Rising With Return Of Stars

(Continued from Page 1)

name shows. Most top-rated programs, especially in the evening, show rating increases ranging from 9 per cent to 13 per cent above those of the preceding week.

"Mr. Keen" leads the once-a-week evening listings, followed by "Mr. District Attorney," Crime Photographer," "Our Miss Brooks," and "This Is Your FBI." "Lone Ranger" tops the multi-weekly evening category, followed by "Counter-Spy," and "Beulah." Arthur Godfrey leads the daytimers, trailed by "My True Story," "Right to Happiness," and "Wendy Warren."

Miller In Dallas Today For District 13 Meeting

(Continued from Page 1)

Doherty, NAB's labor executive. It was not known on Friday whether the sessions would be "on the record" or "off the record."

Video Show Challenges 'The Great Dunninger'

The producers of "We, The People" are going to great lengths —to Bermuda, to be exact—in an attempt to outwit Joseph Dunninger, the magician and mental telepathist, when he appears over CBS-TV next Wednesday night.

An airlines hostess left New York yesterday by air for Hamilton, Bermuda. There she is to pick up a carton containing four objects placed therein by prominent Bermudians. Back she will fly to New York with the sealed carton. There on Wednesday night, before the "We, The People" cameras, Dunninger guarantees to announce the contents of the carton by reading the mind of the hostess.

Public Service Spots Skedded During Series

(Continued from Page 1)

Advertising Council for public service announcements on behalf of seven Council projects.

These include messages on Forest Fire prevention, Better Schools, Community Chests, and the American Economic System. If the Series runs beyond four games, other spots will be aired on National Service Life Insurance Dividends, Highway Safety, and Armed Forces Prestige. Production details are being handled by Maxon, the Gillette agency.

1200 Expected To Attend ANA's Annual Meeting

(Continued from Page 1)

Hoffman, ECA chief; Sam C. Gale, vice-president and director of advertising for General Mills, Inc., and Chester J. LaRoche, president of C. J. LaRoche, Inc. Members of the advertising Council's board of directors who will appear on the speakers' platform include Frank Stanton, president of CBS; Louis G. Brockway, of Young & Rubicam, and Fairfax Cone, of Foote, Cone & Belding.

CBS Renews Contract Of Symphony Conductor

Bernard Herrmann, conductor of the CBS Symphony Orchestra, has been re-signed by CBS to continue his post as the web's symphonic conductor for a term of three years.

With the conclusion of the CBS Symphony's 1949 Sunday afternoon concert series on Oct. 9, Herrmann will sail for England to direct the Halle Orchestra, Manchester, in a series of six concerts during November as guest of John Barbirolli, permanent conductor of the Halle ensemble. Later he will lead the BBC Symphony in London in a series of radio performances.



Cutest trick of the week

This tiny kitten seems to think that the reins on the donkey make an ideal trapeze. Just how the kitten got 'way up there, nobody knows. But everybody agrees that it's a right cute trick.

There's a cute trick to buying radio time in Baltimore—that is, if you're looking for a station that will produce the *greatest* results for the *least* amount of money. The station is W-I-T-H, the BIG independent with the BIG audience.

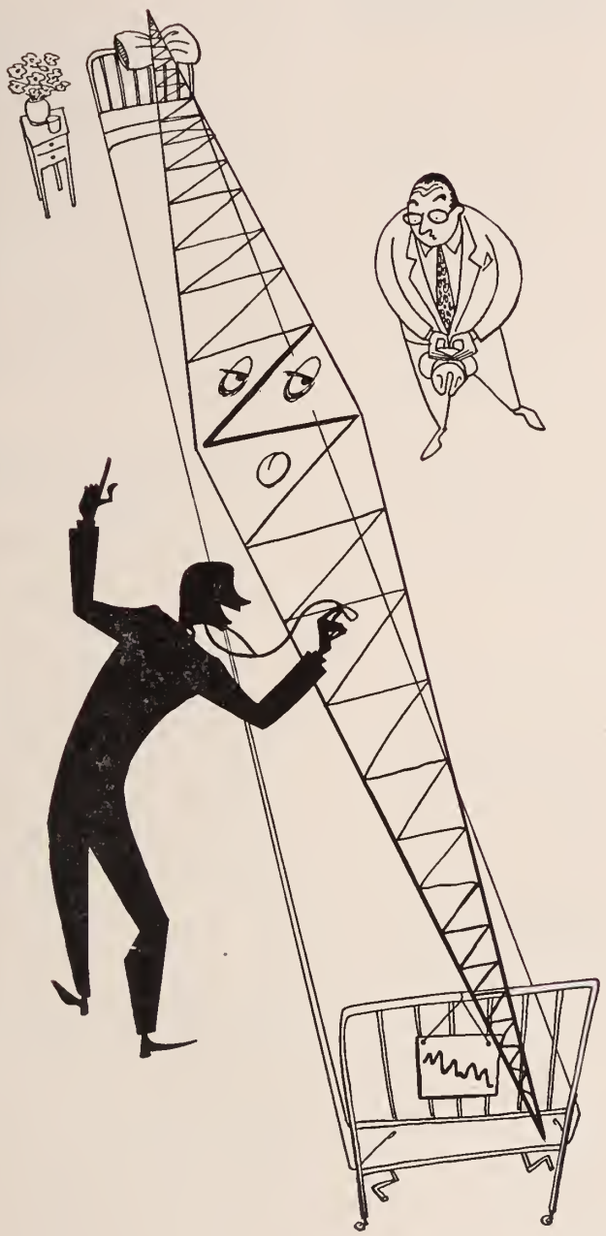
W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the rich Baltimore trading area. It's the station famous for low-cost results.

So if you want the real bargain buy in Baltimore, call in your Headley-Reed man and let him tell you all about W-I-T-H.

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Then Jamison said . . .

"You need Weed, Sir!"



At lunch the other day our man Jamison met a very worried station manager. In advertising's best anonymous tradition we will call him Station Manager A.

"I hear a lot of talk these days about economic recession," Manager A was saying. "I don't necessarily believe it, but I hear it. I hear that the honeymoon is over, that the buyer's market has arrived, and that advertisers are getting more careful every day about how they spend their appropriations."

"True in part," said Mr. Jamison. "But let's look at the bright side. The fact that both buyers and advertisers are becoming more careful *improves* your competitive position. You have a good station in a good market. And Spot Radio, the major product you have to sell, is admittedly one of the most economical and profitable forms of advertising ever devised. It is the medium smart advertisers prefer when they want to pinpoint their markets and avoid all waste circulation."

"Then why is my station losing money?" the manager asked.

"If you don't mind my saying so," Jamison replied, "you are improperly represented. Spot Radio should be sold as carefully as it is used...You need Weed, sir!

"I have been employed by this fine organization for some time. We are doing more business for *all* of our clients than ever before. And there's no reason why we can't do the same for you."

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

SOUTHWEST

KTSA chief engineer W. L. Egerton, has completed installation of the Frequency Modulation equipment and inaugurated service by San Antonio's fifth FM outlet, KTSA-FM. The outlet broadcasts from KTSA's new suburban transmitter site with an effective radiated power of 18,000 watts on channel 281, at the 104.1 megacycle frequency. Present schedule sets broadcasting hours weekdays from 3:00 to 9:00 p.m., 2:00 to 9:00 p.m. Sundays with 100 per cent duplication of KTSA local programming and CBS network shows.

Bill Michael is the latest addition to the staff of KMAC, San Antonio. He has taken over duties as a newscaster. There is only one letter different in his name and Bill Michaels, manager of KABC here. That is the letter "s" in the KABC Michaels.

Austin Williams, night news editor for WOAI, San Antonio, has returned to his duties following a two weeks vacation on the beach at Galveston.

As a public service broadcast, in the current drive to curb reckless driving, KITE, San Antonio, is originating a 15-minute broadcast direct from Corporation Court in San Antonio. Airings are heard Monday through Friday. The microphone is opened and picks up the case that is in progress before the judge at that time.

Request has been made to the FCC for the transfer of 200 shares of stock in the Amarillo Broadcasting Co., owners of KFDA and KFDA-FM, from J. Lindsey Nunn to Gilmore H. Nunn, a son. J. Lindsey Nunn has had 50 per cent interest and transfer makes the father and son equal partners. There is no money involved in the transaction.

Henry Taylor To Speak At Eastern 4-A Dinner

Henry J. Taylor, ABC news commentator who has just returned from a world tour, will be the principal speaker at a dinner next Wednesday night at the Park Lane Hotel, New York, climaxing the two-day annual Eastern conference of the 4-A's.

Clarence B. Goshorn, president of Benton & Bowles, and chairman of the 4-A's board, will also be heard. Ray Vir Den, president of Lennen & Mitchell and chairman of the New York council of the association, will preside.

RADIO EXECUTIVE'S APARTMENT

Ideal 3-room apartment beautifully furnished. Located on East 80th St. Combination office & living quarters, built in sound equipment, special lighting effects. Apartment could easily rent for $250. Will take $150 plus incidentals for equipment. Have Cadillac Club Coupe. Leaving for the Coast. Phone TR. 9-0961 before 12 noon.



Mainly About Manhattan. . . !

● ● ● **IT SEZ HERE: Ralph Weil, gen'l manager of WOV, denying reports that the station may drop its Italian language programs. In fact, they recently expanded its schedule, he sez. . . . Talking about foreign languages, WWRL is adding Roumanian and Scandinavian shows bringing its language airings to 14 different tongues. . . . Bill Gargan readying a giveaway series called "Junior Collects." (Ain't the guy busy enuf with his radio and TV series?) . . . Earl Wilson nixed a fabulous offer from Hearst. Post Syndicate matched the offer to keep him. . . . Boston and Philly loom as first cities to give up televised baseball. Magnates there studying TV effect on the gate. . . . Toughest campaign being waged in N.Y. election since Fiorello LaGuardia is being conducted by Oren Root, running for Borough Pres. of Manhattan. He'll do 6 TV programs on WNBT starting tonight and is inviting his potential constituents to debate, argue or heckle. . . . WPEN's Eddie Newman named president of Philadelphia's new disc jockey ass'n. . . . It's a girl at the H'wood home of Zeke Manners. . . . If Libby, McNeil and Libby's "Auction-aire" is a click on TV, every food company in the country will be out for a similar idea. They're watching it like a hawk. . . . Alfred Drake swears the towels in a H'wood duo's home reads "Ham" and "Her."**

☆ ☆ ☆ ☆

● ● ● AFTER MONTHS of planning and research, the Tele-Rex Co., who recently established headquarters at 369 Lexington Ave., has come up with what is said to be one of the best ideas in television to date. Highlighted as the "Tele-Rex Plan," the firm is now negotiating with major recording firms on adopting the idea. New Plan figures to play a major part in injecting that so-called 'shot in the arm' that TV programming could use.

☆ ☆ ☆ ☆

● ● ● **DORIS SHARP, the little lady who thought up Radio Registry and parlayed it into the Important Money, reports that her latest idea—Registry Casting—is a huge success already. Started last April, it's already accounted for 322 actual jobs for Radio Registry clients—and this during the slow summer months. The new service started as a result of traffic in calls to RR for information on talent. Doris immediately saw the value in these calls and put them to practical use. She makes it clear, however, that Registry Casting is not an agent nor does it cast. It is an elaborate system of information on talent to help the director in his casting problems. In response to requests, all her clients are submitted in category of the inquiry. There is no alphabetical or other preference and no recommendations are made. Client's credits and pictures help the director in his selection of talent and the director makes his own choice. The speed with which this service has caught on has not only proved the need for such a central source of information but is proving a terrific help to the actor who can't cover all the casting contacts in town.**

☆ ☆ ☆ ☆

● ● ● PURELY PERSONAL: Jack Arthur's performance on the Kraft Tele Theatre the other night ranks with any we've yet seen on the new medium. In sum, he was slightly sensational. . . . Caught run-through at NBC of TV situation comedy, "Cinderella on B'way," with comic Dave Burns. Agency boys on the lookout for zany comedy plus songs and dances would do well to give this the once-over. . . . We'd like "The Front Page" if it was presented in a theatre or your backyard but John Daly's conception of Walter Burns ain't the way we read it. . . . Interviewing Jerome Zerbe the other p.m., Bill Slater asked him howcum he became a society photographer. "Well," explained Zerbe, "when I was very young, my father was a financial disappointment to me."

CHICAGO

By HAL TATE

VINCE LLOYD, until recently sports editor of WMBD in Peoria, has joined the staff of WGN-TV, Jay Faraghan, station's program director announces. His first assignment will be covering collegiate football telecasts with Bill O'Connor. After four years of service in the Marine Corps, Lloyd rejoined WMBD as sports editor. In the new job, he rejoins a fellow alumnus of WMBD, Jack Brickhouse, WGN-TV sports manager.

A three-way tie-up has been worked by station WLS, Coronet Magazine, and ABC-TV. On the magazine's October cover will be depicted a painting of an aged fiddler and two young square-dancers in the position, "Honor Your Partner."

Nell Tangeman, mezzo-soprano, was presented as Career Performance artist of the Chicago Theater of the Air on the final summer concert over WGN and the Mutual network on Sept. 24.

Jean Jones, secretary to Ade Hult, vice-president in charge of the Mutual Broadcasting System Central division, has recovered from cuts and bruises suffered in a traffic accident. Harry Mason Smith, vice-president in charge of sales for station WLM, Cincinnati, was a recent visitor at the Mutual offices.

Starting Thursday, September 29, "Comedy Playhouse" will become a full hour program over WGN-Mutual, from 8:30 to 9:30 p.m. The first production on the new expanded schedule will be the John C. Holm-George Abbott stage hit of the 30's, "Three Men On A Horse," starring the Gold Coast Players, a radio stock company developed for "The Chicago Theater of the Air." The "Comedy Playhouse" series is written and directed by Jack LaFrandre, who manages to retain the original story line and comedy flavor in streamlining the Broadway hits.

"Action Autographs," telecast on ABC-TV Sundays from 5:30 to 5:45 p.m., will present the story of World War II's most incredible combat team, the Shark Men, on October 2. Former Marine Captain Jerry Miller will be there in person to tell the tale. Ed Prentiss handles the emcee duties on the program, which is a Jack Brand Production.

No Cigar?

A new approach to quiz shows is claimed by WNEW, New York in its latest offering, "What Comes Next?" Listeners at home are asked to identify popular songs after hearing only the verse played or sung. In return they get no mink underwear, no trip to the Riviera, no $50,000 jackpot, and no truckload of dog food—nothing, says WNEW, but "fun."

AGENCIES

HAL STECK, radio copy chief at McCann-Erickson, Inc. has resigned. He plans to re-enter the free lance field, heading his own organization which will offer a radio and television writing service to the trade.

WARWICK & LEGLER, INC., has signed a two-year agreement for National Nielsen Radio Index Class "A" Service, including New York Television Reports.

PETER A. KRUG, formerly radio and space buyer, has been named director of radio and television for Hicks & Greist, Inc., New York. Estelle M. Shelron will handle space buying for all agency accounts. Increased television activity is planned.

FRANKLIN BRUCK ADVERTISING CORP. has been named by A. Siegel & Sons, maker of La Magnita Cigars. Television will be used.

HIRSHON-GARFIELD, INC. has been appointed by Textron, Inc. for its men's wear division.

ARCHIBALD McG. FOSTER has been elected a vice-president of the A. W. Lewin Co., New York.

STEVE RICHARDS, of the Kudner Agency, joined General Motors on Oct. 1 to direct public relations for the Buick Motor Division.

A. T. GRAY has been named special representative in New York for the Union Oil Company of California. He has been with the company since 1929 and in recent years has been associated with its Western offices.

Johnson States Position On Union Squabble At WHBF

Rock Island, Ill. — Les Johnson, general manager of WHBF, Rock Island, declared last week, "There is no basis of fact for AFRA's unfair labor practice charge" in commenting on station's union squabble. He added: "Negotiations broke up over question of form of union security. Station offered maintenance of membership. Union demands union shop. Only three people of the staff of eight doing air work are members of AFRA and demanding union shop. The station has a staff of 42 people."

WBAL
means business
in Baltimore

Block Drama Programming Increases On Web Schedules

(Continued from Page 1)

tual, the crime detection drama has been a sustainer since March, 1948. The show, however, was sponsored by Petry Wine Co. from its beginning on MBS to May, 1947. Mutual will fill the spot formerly held by "Gregory Hood' with the "Count of Monte Cristo."

"Chandu," another former Mutual mystery show and more recently on the Don Lee network, will be offered by ABC as co-operative program. Cyril Ambrister is producer-director of "Chandu." Martin Andrews will handle the same assignment on "Gregory Hood." Frank Chandler will play the role of "Chandu." Elliot Lewis will be heard as "Gregory Hood."

ABC's biggest block of dramatic presentations during the Fall-Winter season falls on Wednesday nights. That night's two and one-half hours of dramas begins with "The Lone Ranger" at 7:30 p.m., EST, followed by "The Amazing Mr. Malone" at 8 p.m., "The Adventures of Sherlock Holmes" at 8:30 p.m., "The Detective of the Week" at 8:55 p.m., "Starring Boris Karloff" at 9 p.m., and "The Croupier" at 9:30 p.m.

The Friday night block of dramas on ABC consists of "The Lone Ranger" at 7:30 p.m., "The Fat Man" at 8 p.m. and "This Is Your F.B.I." at 8:30 p.m. "The Sheriff" is scheduled for the same night at 9:30 p.m., with a comedy break, "The Adventures of Ozzie & Harriet," immediately preceding.

CBS' "strongest" night of drama falls on Thursdays. On the web's schedule are "F.B.I. in Peace & War," 8 p.m., EST; "Mr. Keen, Tracer of Lost Persons," 8:30 p.m.; "Suspence," 9 p.m.; "Crime Photographer," 9:30 p.m.; "Hallmark Playhouse," 10 p.m., and "First Nighter," 10:30 p.m., constituting three hours of dramas.

The Saturday night schedule of CBS starts off with "The Adventures of Philip Marlowe" at 8:30 p.m., EST, followed by "Gangbusters" at 9 p.m. and "Escape" at 9:30 p.m. An hour-long drama, "Lux Radio Theater," represents the Monday fare of love and adventure for CBS listeners, 9-10 p.m., EST.

Mutual's dosage of two hours and more of drama falls on Mondays and Tuesdays, with a short five-minute break by "Bill Henry and the News" at 8:55 p.m., EST. On the Monday schedule is "I Love A Mystery," 7:45 p.m.; "Straight Arrow," 8 p.m.; "The Affairs of Peter Salem," 8:30 p.m.; "Murder By Experts," 9 p.m., and "Secret Missions," 9:30 p.m., EST. Tuesdays' roundup consists of "Count of Monte Cristo," 8 p.m.; "Official Detective," 8:30 p.m.; "John Steele, Adventurer," 9 p.m., and "Mysterious Traveler," 9:30 p.m., EST.

NBC strengthens the Wednesday night potion with three "situation" programs: "Mr. District Attorney," 9:30 p.m.; "Big Story," 10 p.m., and "Curtain Time," 10:30 p.m. NBC's Wednesday schedule, along with ABC's roundup, means that American listeners, by turning their dials only once in the course of the evening, can be shocked, thrilled or intrigued for three and one-half hours.

Durante And Ameche Will Return October 7

Jimmy Durante, Don Ameche, and the rest of the vacationing comedy crew will return to NBC on Oct. 7, 9:30 p.m., EST.

Joining the cast in featured roles will be Vera Vague, man-chasing comedienne, and Sara Berner, mimic and dialectician, as Mrs. Mataratza. Candy Candido will return to add his comedy to the program. Music will be by Roy Bargy and his orchestra.

Wedding Bells

Announcer Leif Jensen of WDRC, Hartford, and Miss Virginia Cioffi of New Haven, were married September 7 in New Haven, Conn. Jensen and his bride will live in Bethany, Conn., and he will commute to Hartford for his WDRC announcing duties.

PROMOTION

For Old Red And Blue

WCAU, Philadelphia, is pulling all the stops in promoting the fact that Byrum Saam, sportscaster, will be heard exclusively on the station in the broadcast of University of Pennsylvania football games. Latest step in the campaign to get the fact that Saam is exclusive on WCAU across is a series of transcribed announcements featuring the sportscaster calling an imaginary Penn game. Saam interrupts after a moment or two to tell the fans that he is all set for Saturday's contest and he will be on WCAU exclusively in Philadelphia. The plugs are being scheduled all over the board. The games, which are being carried by WCAU for the 15th straight year are again sponsored by the Atlantic Refining Company. Saam is starting his 10th year on WCAU for Atlantic.

"Life Of Riley" Starts 6th Year On Oct. 7, NBC

"The Life of Riley," starring William Bendix, will start its sixth year on the air on Oct. 7 when the comedy series is broadcast over NBC, 9 p.m. EST.

The television version of the show will be seen Tuesdays over the NBC Television Network, 9:30-10 p.m., EST, beginning Oct. 4.

RANGERTONE

Synchronized Magnetic Tape Gives "Lip Lyric" Sound for Television and Motion Pictures

Used by

De Rochemont in "Lost Boundaries" (Light-house Scenes)

MPO "The Tanglewood Story," State Dept. Cultural Film

(Dr. Sergei Koussevitzky and the Boston Symphony)

Life Magazine, Texas Promotional Film

IMPS "Career Decision" U. S. Recruiting Film

"Lightning Talks" NAB Promotional Film

Beck and Albert "Human Beginnings" (Dr. Becks' Emotion Series)

And now

Proctor "The Big Story" sound from tape direct on the air with Documentary Film, NBC Television, "Precision Timing"—*Variety*

RANGERTONE, Inc.

73 Winthrop Street Newark 4, N. J.

Radio Pioneers Plan New Club Activities

(Continued from Page 1)

come up for discussion will be the subject of awards for individual achievement in the art, science and business end of radio; the advisability of establishing a Radio Hall of Fame and the publication of a non-profit year book for the club's membership.



HEDGES

The luncheon will also hear progress reports from committee chairmen and will pass on whether or not the organization will sponsor an annual banquet this year.

Carl Haverlin, president of BMI, and chairman of the Radio Pioneers membership committee, is planning a membership drive and asks that applicants with 20 or more years radio service contact the club's secretary, Mrs. Hilda Jane Foley, 40 Andrew Lane, Hicksville, L. I. Miss Foley is also receiving reservations for the luncheon meeting on Oct. 19.

Dorothy Gordon of the New York Times, chairman of the club's publicity committee, held a luncheon meeting of her committee in the New York Times building on Friday. Among those present were president Hedges, H. V. Kaltenborn, founder of the Pioneers; M. H. Shapiro of BMI; Frank Burke, RADIO DAILY and Michael Dann of the NBC press department.

WRNY Sells Football

Rochester, N. Y.—Whiting-Buick, Inc., local Buick distributor, will sponsor this season's football games of the Aquinas school over WRNY, Rochester. The Aquinas schedule opens Oct. 2.

Syndicating TV Programs Firm

Rapid expansion of TV requires more and more GOOD low-cost programs for stations and sponsors. Nationally known and experienced program production firm receiving bona fide requests for product. Needs immediate additional funds for production and syndication throughout U. S. on film. Opportunity to invest in one or more series. Excellent profit possibilities. First proceeds to investor until investment return, profit sharing continues.

BOX 274
RADIO DAILY
1501 Broadway, N. Y. C.

Hint Freeze-End Must Await Go-Ahead Signal On Color

(Continued from Page 1)

mered away at the RCA research director, Elmer W. Engstrom, who had the unpleasant duty of announcing that RCA was not quite as ready with color TV as its August announcement had indicated.

The most significant questioning, perhaps, was that by FCC chairman Wayne Coy, who asked if it were not quite true that RCA was willing to take a much greater risk on black and white than it was willing to take on color.

Coy declared, one year to the day from his announcement of the freeze on TV, that the Commission "didn't do too well on black and white," and that it is unwilling now to rush ahead. When Engstrom started to interject a remark that progress has been good on monochrome, Coy said, "We've had to stop and revise it, haven't we?"

Earlier, Commissioner Frieda B. Hennock had indulged in some blunt talk with Engstrom. "Don't kid us," she said, "let's call a spade a spade on this color thing. Why don't you help us."

She and the Commission are not willing to take the blame because RCA is not prepared, she said after listening to Engstrom report that his company is months away from actual commercial production of equipment for its color TV system. "Color has been in the process for 20 years," she said, "but every time we want something it's next spring, or next year or five years from now. I don't believe you want color." She said the public wants color, and that the FCC is not going to take the blame for holding it up simply because RCA is not ready.

As Engstrom clung doggedly to his position that more testing is necessary for the RCA system, Miss Hennock shifted her attack to his recommendation that the freeze be lifted at once and the UHF opened. Engstrom said the Commission could "decide on the fundamentals of a color system now," with the details still to be worked out.

Miss Hennock suggested that the wise course might be for the Commission to refuse to lift the freeze until it can at the same time set color standards. Engstrom offered that the freeze not be lifted "until you decide what role color is to play in television," returning to his position of advocating that the fundamentals of a color system be promulgated.

"But those fundamentals have been here for 20 years," Miss Hennock shot back.

"No," said Engstrom, "only for a few weeks." He referred to the working out of the RCA system.

Earlier in his testimony, Engstrom had withdrawn at the request of counsel for Color Television, Inc., a criticism he had made in his prepared statement of the CTI system. He admitted that he was not sufficiently familiar with the system.

When Engstrom offered also to withdraw criticism of the CBS system, CBS attorney Richard Salant declined, saying he wanted the statement left in the record to indicate the quality of the RCA presentation.

Dr. George Brown of RCA followed Engstrom to the stand with a technical discussion of the RCA system. Asked at one point if RCA had any other systems to offer for color TV, Brown said he could not be sure, and added:

"I haven't been to Princeton since last week-end. They might have six or seven new ones by now."

There will be no hearing today, with the sessions resuming tomorrow. Further RCA testimony is expected, with Brown to return to the stand.

Color Only

Washington—The FCC announced Friday that it has denied DuMont its request for comparative demonstration of high-grade commercial black and white TV along with the color demonstrations by CBS and RCA slated for this week. Instead, the Commission said, DuMont will have to wait until the comparative demonstrations to be held next month. DuMont had argued that by the time the comparative demonstration is held the Commission might already have made up its mind what to do on the basis of this week's demonstrations.

Caribbean Show On MBS Originating In San Juan

San Juan, P. R. — "Caribbean Crossroads," produced at the studios of WAPA, San Juan, under the direction of Harwood Hull, Jr., general manager of the station, has become a weekly feature on the Mutual network and is heard on Saturdays from 5:30 to 6:00 p.m., on mainland network stations. The first two shows featured Cesar Concepcion and his orchestra and the Perin Vazquez trio.

WQXR To Observe Centennial Of Poe

WQXR will observe the centennial of Edgar Allen Poe's death on Oct. 7 with the broadcast of a performance of "The Raven" as set to music by Arcady Dubensky and recorded by the Philadelphia Orchestra under the leadership of Leopold Stokowski.

The work was borrowed by the station from the composer for broadcast on the "Let's Celebrate" program, 9:30-9:45 p.m.

'We The People' Goes From CBS To NBC Web

(Continued from Page 1)

CBS on Tuesdays, 9 p.m., will begin shortly on NBC radio and TV, Fridays, 8:30-9 p.m., EST, RADIO DAILY learned on Friday. The other switch from CBS to NBC during the past week was the Fatima account of Liggett-Meyers Tobacco Co.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

Of "RADIO DAILY" puhlished daily except Saturdays, Sundays and Holidays at New York, N. Y., for October 1, 1949.

State of New York }
County of New York } ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared Marvin Kirsch, who, having heen duly sworn according to law, deposes and says that he is the Business Manager and Vice-President of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the puhlisher, editor, managing editor, and business managers are:

Publisher, John W. Alicoate, 300 Park Avenue, New York, N. Y.; Editor, Frank Burke, 51 Choate Lane, Pleasantville, N. Y.; Business Manager and Vice-President, Marvin Kirsch, 12 Locust Drive, Great Neck, L. I., N. Y.

2. That the owner is: Radio Daily Corp., 1501 Broadway, New York, N. Y.; John W. Alicoate, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, 1501 Broadway, New York, N. Y.; Chester B. Bahn, 1501 Broadway, New York, N. Y.; and Charles A. Alicoate, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of honds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the hooks of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements emhracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the hooks of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid suhscrihers during the twelve months preceding the date shown above is: 7,119.

MARVIN KIRSCH,
Business Manager and Vice-President.

Sworn to and suhscribed before me this 30th day of September, 1949.

(Seal) JEANETTE HANDIN,
Notary Public in the Sate of New York, Res. in Kings Co. Kings Co. Clk's No. 162, Reg. No. 226-H-O N. Y. Co. Clk's No. 460, Reg. No. 281-H-O. Commission Expires March 30, 1950.

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC UPS RATES, OTHERS TO FOLLOW

TELE TOPICS

TWO BIG NEW SHOWS bowed on CBS last Thursday nite. Both were good; both could, and probably will, be better. The main fault of both was the same, writing. In both cases the material was not on a par with the performances and production. . . Taking the two chronologically, we'll start with "The Front Page," the World Video package based on the famous Hecht-MacArthur play. A farce in the same pyrotechnic manner of its parent, the TV version began at the point the play ended, with editor Walter Burns kidnaping the future mother-in-law of star reporter Hildy Johnson to prevent Johnson from leaving his employ. There followed in rapid succession an unsuccessful attempt at assassination, a murder, the arrest of the mother-in-law for the murder, and finally another attempted assassination foiled by the two intrepid newshawks. Intermixed with these events were manifestations of Hildy's two great struggles, one with his editor and the other with his financee. . . . There was plenty of frenzied action, and Mark Roberts (Hildy) and John Daly (Burns) played their roles to the hilt. Daly especially milked every line, but the dialogue was not strong enough and at times it seemed to fall apart completely. . . . Produced by Donald Davis, program was directed by Franklin Heller from a script by Alvin Sapinsley.

●

THE SECOND SHOW, "Inside USA With Chevrolet," with a budget reportedly in the neighborhood of $20,000, revealed a lineup of bright new talent, some excellent camera work for dance ensembles and two totally unfunny skits. One was a switch on the overworked theme of college football recruiting practices, and the other an obvious bit on the home life of a child movie star, played by Margaret O'Brien with the same lachrymose attitudes she employs in her screen tragedies. In the comedy department, Peter Lind Hayes, Jim Kirkwood and Lee Goodman were far superior to their material, while the musical portions were very ably handled by singers Mary Healy and Marion Colby and dancer Sheila Bond. . . . On the plus side was the attempt, successful for the most part, to get away from the curtain and proscenium and build the show solely for the cameras. Between-acts film clips of Hayes scooting around in a snazzy Chevvy convertible will have to be changed in future installments. Dance ensembles shot the chorus of ten vertically instead of horizontally, providing effective depth and allowing very interesting movements in relation to the cameras. . . . Produced by Arthur Schwartz and directed by Sherman Marks, program featured skits by Sam Taylor, choreography by Paul Godkin, with ork conducted by Jay Blackton. Campbell-Ewald is the agency.

Tele-Set Production At New High In Aug.

Washington Bureau of RADIO DAILY

Washington—A new high in TV set production was achieved in August, according to RMA figures released over the week-end. More than 200,000 home receivers were made, it was said. With RMA companies reporting 185,706 sets—a weekly average of better than 35,000 sets for the five-week period covered in the survey. An average of better than 41,500 sets per week had been reached by RMA members in March, however, with April output nearly as high.

Production of other set types was also healthier than during most of the Spring and Summer. The number of FM-AM and FM-only sets went to 64,179—highest figure since March, FM bands were included on 38,790 TV sets. There was a turnout of 559,076 AM-only sets—also the highest figure since March.

These totals bring the year's turnout of TV sets by RMA companies to 1,178,308, with 512,403 FM sets and AM-FM combinations and 3,934,657 AM-only sets.

'Dollar' To Buy TV

The second CBS television show to originate in Hollywood will be a mystery-adventure series titled "Yours Truly, Johnny Dollar," a radio version of which is heard on CBS Saturday night, 7-7:30 p.m. The network has not yet set a starting date for the new video show.

Switcheroo

Cincinnati — WCPO-TV became an unwitting booster for rival WLW-T last week. Astounded pedestrians witnessed the spectacle of a WCPO station wagon driving around town with a red back-bumper sign which read "Best in TV—WLW-T—Channel 4." Grinning WLW-T officials disclaimed knowledge of how come. One guess was the sign got accidentally "transplanted" at a Cincinnati Reds game being covered by both outlets.

To Air Live Drama From Streets Of N. Y.

An hour long dramatic show, aired live at 11 p.m. from the streets of New York, will bow on WNBT Oct. 25 under sponsorship of Bedford Stores, Inc., through Elliott Nonas agency.

Titled "City At Midnight," program is said to be the first drama series to be presented directly on location. Initial airer will originate at the intersection of Orchard and Rivington Streets in Manhattan's lower east side. Action will take place inside and outside a synagogue, in the hallway of an apartment house, the exterior of a religious article show, an optical store and the interior of a bar.

Program is a United Productions package, produced by Lou Dahlman.

The Week In Television

Commission Begins Hearings On Color, UHF

The FCC hearings on color and UHF got under way in Washington, with the question of polychrome in the spotlight throughout the week. RMA and JTAC urged that black-and-white be reaffirmed as standard, but with the door to color left open. Their opinion was that no system of color has been proved ready for commercial use and they advised extensive field tests and experimentation before the adoption of polychrome standards. DuMont also supported monochrome and urged that comparative tests between black-and-white and color be made as part of the hearings. RCA asked authorization of color on both UHF and VHF bands, and estimated that converters would cost from $125 to $175, with color sets ranging from $400 to $1,000. CBS unveiled a small hand-sized converter which might cost no more than $5. . . . DuMont opened "the world's largest and most modern television assembly plant" in East Paterson, N. J. Capacity of the factory, it was said, is one set every 22 seconds. . . . Conferences between the AAAA and SAG and SEG to discuss union organization in the video field opened in New York. . . . R. J. Reynolds placed on CBS a new mystery series, "Man Against Crime," starring Ralph Bellamy, to begin Oct. 7. . . . ASCAP extended its TV agreement to Oct. 15 pending definite agreement on use of music on a per program basis.

Audience Increase Lowers TV Cost Per Thousand

(Continued from Page 1)

pared with a 78 per cent rise in the number of sets in these cities.

In a letter to agencies and advertisers explaining the new rates, all of which are effective Nov. 1, Harry C. Kopf, NBC veepee in charge of sales, said that at the new rates, the NBC inter-connected web "will deliver nearly four times as many television homes and at a cost per thousand 26 per cent less than one year ago—a decline in cost per thousand unmatched by any other advertising medium."

Kopf continued: "In the past year, the interconnected network alone has grown from 14 to 25 stations and the available television audience from 603,000 to 2,225,000 families. By April 30, 1950, the audience will number over 3,000,000 families."

During the two-year period from November, 1947 to November, 1949, the cost per thousand on the NBC interconnected network, it was pointed out, will have dropped 50 per cent.

Current advertisers and those placing orders accepted before Nov. 1 will be protected at old rates through April 30, 1950. New rates for the 22 stations follow:

	Interconnected	
WBZ-TV	Boston	$ 750.00
WRGB	Schenectady	325.00
WPTZ	Philadelphia	1,000.00
WBAL-TV	Baltimore	550.00
WNBW	Washington	500.00
WNBT	New York	2,000.00
WTVR	Richmond	250.00
WBEN-TV	Buffalo	325.00
WNBK	Cleveland	600.00
WSPD-TV	Toledo	300.00
WWJ-TV	Detroit	600.00
WNBQ	Chicago	1,000.00
WTMJ-TV	Milwaukee	350.00
KSD-TV	St. Louis	425.00
WGAL-TV	Lancaster	200.00
WLWT	Cincinnati	350.00
WDEL-TV	Wilmington	200.00
	Non-interconnected	
WSB-TV	Atlanta	250.00
WBAP-TV	Fort Worth	250.00
KNBH	Los Angeles	900.00
KSTP-TV	Minneapolis	325.00
WBTV	Charlotte	175.00

Sennett Reels Withdrawn As Result Of H. D. Suit

NBC has withdrawn all Mack Sennett comedies from participation in its "Howdy Doody" program pending settlement of the suit filed last week by Joseph Balabar, owner of the Canadian rights to the pictures.

Plaintiff maintains that television receivers in the Dominion pick up the domestic broadcasts and violates his agreement with the network which involves only the latter rights.

Researcher Ponders Future Of AM-TV

(Continued from Page 1)

addition—perhaps, a virtually irrelevant backdrop," he said. "It might be an advertising message. It could be something that the viewer doesn't have to watch but can still get the course of developments from the spoken word."

While guessing that the eventual demise of radio as such is "inevitable," Deckinger predicted that this remains "a long way off." On this subject he said: "I have a pretty good hunch that radio, on a cost basis, is going to be able to hold its head, in a national way, pretty high for some time to come. And don't forget this, either. Most people believe that radio is a tremendously efficient mass medium for reaching people. I would wonder if it isn't true that the cost of reaching people by radio could be doubled and radio could still be efficient as against, say, newspapers or magazines or billboards, or some other medium."

Approves Simulcasts

Later he countered this speculation by adding: " . . . I believe that radio before too long will be unable to support very expensive radio properties, unless the cost of radio comes down—or unless a part of that cost is diverted over to a charge, in a bookkeeping way, against television. . . . I think that this will partly be handled by ingenious solutions to the question of simultaneous broadcasting and telecasting. If I can charge part of the cost of Jack Benny against both radio and television then I've got a solution to the question of how to finance Jack Benny for both television and radio."

He concluded: "So I think that part of the 'whateo' of which we've been speaking is a new pattern for television and radio which blends the two together."

Baseball Sponsors Renew For '50 Season On WORD

Spartanburg, S. C.—Before 1949 baseball season in the Tri-State League ended, WORD and WDXY, FM affiliate, renewed the contract for sponsorship of all Spartanburg Peaches games to be played in the 1950 season.

All games played by the Peaches in the 1949 season were jointly sponsored by the Spartanburg Coca-Cola Bottling Company, The Aug. W. Smith Department Store, Cudd and Coan Insurance Company and the White Dot Grocery Stores.

As a part of a package sale, the sponsors of baseball received a year-round program on WORD and WDXY. The package price was in excess of $20,000, which was the largest radio advertising contract ever negotiated in Spartanburg.

All four sponsors renewed for the 1950 season on the same terms of their 1949 contract.

★ THE WEEK IN RADIO ★

Beer Sponsors Show Sharp Rise

By AL JAEGGIN

BREWERS and their distributors throughout the country have more than tripled their use of radio and television over that of previous years, thus compensating in large measure for the loss of revenue resulting by the decision of the major networks to ban liquor commercials, it was indicated in a RADIO DAILY survey. The poll of brewers and their agencies showed an awareness by the beer industry of the fact that home consumers constitute "the most rapidly expanding beer market."

The Publishers Information Bureau released a new set of figures of billings on the four major networks for the month of July, totalling $12,090,579, and for the first seven months of this year, amounting to $112,862,890. NBC led the list for the first seven months with $37,873,390, followed closely by CBS with $37,323,652. . . . ABC increased its revenue during the week with the signing of a contract with William R. Warner & Co., Inc., involving more than one million dollars in time charges and services, for sponsorship of Walter Winchell, beginning Jan. 1. . . . Additional revenue will come to Mutual also from the Benrus Watch Co. which contracted for spots before each World Series game. . . . NBC was dickering separately with Pennsylvania Railroad, American Airlines, Veterans of Foreign Wars and the Penicillin Corp., for sponsorship of the newly-acquired "American Forum of the Air" on both NBC radio and television nets. . . . The Club Aluminum Products Co. renewed for the fifth consecutive year its sponsorship of "Club Time" over ABC, Tuesdays, 10:45-11 a.m., EST. . . . Pabst Blue Ribbon Beer has picked up the tab on 12 New York giants pro football games over WMGM, New York. . . . WHLI, Hempstead, N. Y., reported eleven 52-week contracts for programs and one deal for hourly time signals, representing combined gross billings of $60,000.

The Republican Liberal Fusion Party will sponsor a series of broadcasts in behalf of candidates for Mayor, Comptroller and City Council President, over four New York City stations: WNBC, WJZ, WOR and WMCA. . . . The Independent Citizens' Committee for the Election of Herbert Lehman, a Democrat, for the U. S. Senate will sponsor a series of 15-minute broadcasts over a statewide CBS network.

"America's Town Meeting of the Air," which represents a sizeable chunk of income to Town Hall, Inc., may become a free agent when its current contract with ABC expires on Dec. 31, according to trade rumors, because the co-op program reportedly has not been paying off to the network. . . . A network of 14 FM stations in Pennsylvania, New York, West Virginia and Ohio on Saturday began carrying the play-by-play broadcasts of the Duquesne University football games. . . . The football games of the University of Michigan will be carried by a network of nine AM and five FM stations throughout the state of Michigan.

Because of what was described as "pressing financial circumstances," Kermit-Raymond Corp. and Transcription Broadcasting System, Inc., joint package producers, called a creditors' meeting. . . . Two district meetings of the NAB had to be changed because of conflicting hotel schedules. District No. 3 meeting will be held at the Skytop Lodge, Skytop, Pa., Oct. 26-27. District No. 2 meeting will be held at the Berkeley-Carteret, Asbury Park, N. J., Nov. 3-4. . . . William B. Quarton of WMT, Cedar Rapids, Ia., advised broadcasters attending the NAB's 10th District Meeting at Des Moines to watch the Government for possible attempts to restrict freedom of radio. As one precaution, he emphasized the need for a strong industry trade organization. . . . One industry organization, the Institute of Radio Engineers, announced the formation of a Professional Group of Quality Control, to be headed by R. F. Rollman of Allen B. Du Mont Laboratories, Inc. . . . The subject of government regulations came up at a meeting of the Northmount Lions Club in Montreal. T. J. Allard, general manager of the Canadian Association of Broadcasters, charged that the CBC was "complainant, prosecutor, judge, jury and hangman all in one operation." . . . Industry observers who returned to Washington from the Quebec NARBA conference indicated a strong possibility that the United States may have to share about 10 clear channels in acquiescence to Cuba.

The FCC turned down the bid by WCAR, Pontiac, Mich., to move into Detroit. . . . The Commission also refused the bid of the United Automobile Workers, CIO, for a station in Detroit. . . . An okay, however, was registered by the Commission on the application by the Coast Radio Broadcasting Corp. for a new five-kw daytimer in Los Angeles . . . The FCC bypassed the Radio Features, Inc., case on giveaways in Chicago and decided to concentrate its fight for the edict in the New York court test with ABC, NBC and CBS.

Another division of the Avco Manufacturing Corp. which figured in the week's news developments was the one engaged in manufacturing. Avco's Crosley Division announced a giant $2,000,000 "giveaway" contest to spur the sale of its newest products. . . . In another effort to acquaint the public with radio and television, especially the current FCC hearings on TV, the RMA engaged a corps of publicists (Selvage & Lee, Inc.) to assist the radio and television industry in the job.

M-G-M Attractions On WMGM Oct. 10

(Continued from Page 1)

Radio Attractions series, "The Story of Dr. Kildare," debuts with Lew Ayres and Lionel Barrymore starring. This show will be heard each Wednesday, 7:30-8 p.m. On Friday, Oct. 14, WMGM will present the first in a series of full-hour productions of hit films, first of which will be "Vacation From Marriage," starring Deborah Kerr and Ivor Francis, 7:30-8:30 p.m.

Also starting next Monday, Oct. 10, is Paula Stone's "Hollywood, USA," which will be aired Monday through Friday, 12-12:15 p.m. It will be transcribed in Hollywood.

New WLIB Owners Aim At Special Audiences

(Continued from Page 1)

tion held at the station for Mrs. Schiff and the WLIB staff.

Novik and his brother, Harry, a Stamford, Conn. retailer, own 65 per cent of the stock. Samuel H. Hains, a CPA, owns 20 per cent, and Norman B. Furman, of the advertising firm of Furman, Feiner & Co., owns 15 per cent. Morris Novik, as spokesman for the new owners, said that no staff changes are contemplated.

Mrs. Schiff said, in reply to a question, that if and when she disposes of her Los Angeles and San Francisco stations, which are for sale, she will be out of radio to stay. Her duties as publisher of The New York Post leave her no time for other business interests, she said.

In line with Morris Novik's plans to give Negroes a greater voice in New York radio, especially on his newly acquired station, WLIB, the station on Friday broadcast the 40th Anniversary meeting of the founding of the National Assn. for the Advancement of Colored People, 8 p.m.

Speakers on the half-hour broadcast were Mayor William O'Dwyer and Roy Wilkins, acting national secretary of the organization. The program originated from City College of New York.

Buys WSNY Football Sked

The Schenectady Works of G. E. have purchased sponsorship of WSNY's twelve game football schedule, made up of leading Union College and area High School games. General Electric previously sponsored the entire play-by-play baseball schedule of the Schenectady Blue Jays over WSNY during the 1948 season.

CBS V.-P. Is Guest

Hubbell Robinson Jr., CBS vice-president and director of programs, appeared as a guest-expert Friday night on the "You and Humor" program over CBS. Robinson gave his views on radio humor in an interview with Dwight Cooke, the show's host.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 2 · NEW YORK, TUESDAY, OCTOBER 4, 1949 · TEN CENTS

'SERIES' DOMINATES RADIO-TV SCENE

Probe Plane Crash That Killed Clark

The Civil Aeronautics Board has begun an investigation of a plane crash in downtown Los Angeles Saturday night that took the life of singing star Buddy Clark and seriously injured two NBC coast executives.

Clark, who was 38, died in a hospital an hour after the accident. Jennings Pierce, head of station relations for NBC's western division, sustained a cerebral concussion and other injuries. Frank Berend,

(Continued on Page 6)

Adair Program Director For Mutual's Coast Web

West Coast Bureau of RADIO DAILY

Hollywood—J. Carlton Adair has been named program director for western regional network of Mutual, effective immediately. Announcement was made by Willet H. Brown, president.

Adair succeeds Charles Bulotti, Jr., who has been program director for last three years and has been associated with Don Lee for last 10 years. Adair joined Don Lee

(Continued on Page 2)

Ludens Takes ¼ Hr. On "Sing It Again"

The tab on the 10:45-11 p.m. segment of CBS' "Sing It Again" program has been picked up by Ludens, Inc., to bring the total sponsorship on the hour-long show to one-half hour, effective Nov. 26.

Carter Products, Inc., began sponsorship of the 10:30-10:45 p.m. period on Oct. 1. The agency is J. M. Mathes, Inc.

Pioneer

Boston — W. Gordon Swan, WBZ-WBZA program manager yesterday celebrated his 25th year with the Westinghouse outlet here. Swan first became associated with WBZ as an announcer when that station was first located in Springfield, Mass. He later was named traffic manager, and in 1941 was appointed WBZ program manager.

Endurance B'dcaster Ends State Fair Vigil

Trenton, N. J.—After one hundred seventy-three hours, seventeen and one-half minutes of continuous broadcast performance from the mobile studio of station WTTM at the New Jersey State Fair in Trenton, Ernest Kovacs, special events director of the radio station surrendered the microphone at 1:20 p.m. Sunday. Kovacs began his marathon broadcast at 11 a.m. Sunday, Sept. 25.

The radio announcer had daily physical examinations and finished his sleepless tour with a loss of only ten pounds in weight due to special diet and prescribed exercises. He revealed yesterday, he had not resorted to benzedrine to keep him awake, as numerous reports had ventured. Kovacs and his wife left the city yesterday for a two week vacation at an undisclosed resort hotel. Kovacs said besides catching up on lost sleep, he will devote some thought on what feat he will perform at next year's New Jersey State Fair. He also stated he doubts if his record of one hundred seventy-three hours, seventeen and one-half minutes of continued broadcast work will be broken—and he is certain that it will never be broken by him.

Alabama Broadcasters Will Meet October 6-7

Tuscaloosa, Ala. — The Alabama Broadcasters Assn. will hold its fall meeting on the University of Alabama campus here Oct. 6 and 7. Mrs. Wilhelmina Doss, of WJRD, Tusca-

(Continued on Page 6)

AM-Radio And Television Staffs Ready For Yankee-Dodgers Opening In New York Tomorrow

By AL "DODGER" JAEGGIN and IRV "YANKEE" MARDER

With 740 radio stations carrying the proceedings to all points of the globe and fifty-odd television stations in the United States presenting sight and sound coverage, the 1949 World Series' baseball games between the New York Yankees and the Brooklyn Dodgers will get under way tomorrow at the Yankee Stadium, with 72 of the stations CBC outlets.

Indicative of the Series interest is the report that television dealers in cities served by video stations report heavy sales and a scarcity of the name table model receivers. Likewise radio receiver sales have been stepped up and the demand for portable and table model sets have exceeded expectations.

Gillette Safety Razor Co. will sponsor the Series on both radio and TV, the 11th time on the Mutual Broadcasting System's radio network. Included in the sponsored programs will be the MBS network of 520 stations; the Canadian Broadcasting Corp.; the Cuba Network; the Aloha Network in Hawaii, including Mutual's affiliate, KHON, in Honolulu; the Mexican Network; stations in

(Continued on Page 7)

Quiz Show Format Revised For Don Lee

West Coast Bureau of RADIO DAILY

Hollywood—"Tello-Test," the radio-telephone quiz program that recently received nationwide publicity by serving as a test case under the proposed giveaway ban by the FCC, was launched in a revised version on the full Don Lee network, yesterday, 6:30-6:45 p.m. The show will be heard five times weekly.

The program, one of the oldest quiz shows in radio, made its debut in Chicago some ten years ago. Under the original format, people

(Continued on Page 2)

Chicago FM Stations Will Buy Listings

Chicago—Ralph J. Wood, Jr., president of the FM Broadcasters of Chicagoland, announced that FM stations affiliated with this organization have voted to institute a space-buying campaign in the daily newspapers listing special and sports events which can be heard over local FM outlets.

Present plans call for a once-a-

(Continued on Page 2)

NAB District 13 Convenes, Talks Sales With Mitchell

Dallas, Tex. — Clyde Rembert, general manager of KRLD, Dallas, and district director of the NAB District 13, called to order another "off the record" NAB session yesterday in the Hotel Adolphus.

The highlights of the two-day agenda were to include a preview of the BMB Study No. 2, by Dr. Kenneth Baker, NAB director of research, a luncheon address by Judge Justin L. Miller, president of NAB, a sales session stressing methods of increasing radio's share of the advertising dollar, and station operation costs.

Most popular general interest was focussed on the sales session, occupying the entire first day agenda, presented by Maurice B. Mitchell, director of BAB, with a straight-from-the-shoulder pitch of the sales problem—both national and local—

(Continued on Page 8)

Public Service

Three Philadelphia television stations—WFIL-TV, WCAU-TV and WPTZ will combine their facilities in behalf of the Community Chest to present a half-hour solicitor training program on Sunday, October 16. Program will be heard from 6:00 to 6:30 p.m., and will be produced in the studios of WFIL. Later kinescope recordings will be offered.

RADIO DAILY

Vol. 49, No. 2 Tues., Oct. 4, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President.and Publisher; Donald M Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) $10.00 one year; California, $15.00. Foreign, $15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(October 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7⅜	7¼	7⅜	+ ⅛
Admiral Corp.	25⅞	24¼	25⅞	+1¾
Am. Tel. & Tel.	142¼	142	142¼	+ ¼
CBS A	22	22	22	— ½
CBS B	22	22	22	— ½
Philco	31¾	30¾	31¾	+ 1
RCA Common	12	11¾	12	+ ¼
RCA 1st pfd.	73¼	73¼	73¼	.....
Stewart-Warner	12⅛	12	12⅛	— ⅛
Westinghouse	25⅝	25¼	25⅝	— ⅛
Westinghouse pfd.	99⅞	99¾	99⅞	+ ⅞
Zenith Radio	27⅛	27⅛	27⅛	+ ⅛

NEW YORK CURB EXCHANGE

Nat. Union Radio	2¾	2½	2½	— ⅜

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13¾	14¾
Stromberg-Carlson	10½	11¾
U. S. Television	5-16	½
WJR (Detroit)	7	7¾

Adair Program Director For Mutual's Coast Web

(Continued from Page 1)

about a year ago as sales service manager and a month ago was promoted to head the newly-created department as manager of program service department. Prior to joining Don Lee, he had his own agency, and was at one time vice-president of Raymond R. Morgan Company in Hollywood.

Returning To CBS Web

"Lum and Abner," absent from the airwaves for the past several months, will return to the CBS network, Saturday, Oct. 22. Program originating in Hollywood will be aired 7:00-7:30 p.m., EST.

Quiz Program Format Revised For Don Lee

(Continued from Page 1)

were called and asked to answer a jackpot question. The jackpot question carried over an indeterminate number of broadcasts until it was correctly answered.

The recent FCC regulations banning certain giveaways as lotteries would have affected "Tello-Test" only because of this jackpot question carry-over feature. The Commission felt that a giveaway program would be considered illegal if aid to answering the question correctly is given on a program broadcast over the station; and that the broadcasting of the question on a previous program would be considered as such aid. At any rate, "Tello-Test" was granted in injunction and remains on the air in the East under the original format.

Don Lee officials asked for a change in format in order to comply with all Commission requirements. Conferences between Donn Tatum, Don Lee vice-president and general counsel, and Walter Schwimmer, president of Radio Features, Inc.—owners of "Tello-Test" package, cleared up all differences. In the Don Lee version of the quiz program, the "carry over" objection will be eliminated by utilizing a different jackpot question for each broadcast. If no one called answers correctly during a single show, the announcer will tell listeners the answer. The jackpot will continue to grow, but a new question will be used on the following broadcast.

Pre-series Programs Set By Mutual Network

MBS' 520 affiliates have scheduled a special half-hour "World Series Preview," today, 9 a.m., EST, originating from the hotel suite of Baseball Commissioner Albert B. Chandler. Participating on the show will be Casey Stengel, Yankee manager; Burt Shotton, Dodger manager, and Joseph P. Spang, Jr., president of the Gillette Safety Razor Co. AFRS plans to shortwave a recording of this show tomorrow in the event of a postponement of the Series' opener.

Another MBS show, "Knothole Gang World Series Preview," will be carried this afternoon on 460 affiliates during the last quarter of Mutual's "Bob Poole Show," 3-4 p.m., EST. Participants include "Rabbit" Maranville, former shortstop of the world champion 1914 Boston Braves; Don King, captain of the Boys Town, Nebraska, Baseball Team, and Ray Herrera, captain of the National Championship Junior American Legion Baseball Team of 1949.

Karl Nelson Named

Toledo — Karl Nelson, program-production director of WTOL, has been elected to a two-year term as director and second vice-president of the Toledo Advertising Club.

Chicago's FM Stations To Purchase Listings

(Continued from Page 1)

week spot on the radio pages of Chicago daily newspapers. Football games, basketball games, lectures, and live musical events would be included in the paid listings.

In addition, brochures outlining all major events and programs to be broadcast over local FM stations this season will be printed and mailed to listeners. They will also be distributed by FM set manufacturers to retail radio stores, Wood said.

WABF Opera Series

WABF (FM), New York, will broadcast a series of rarely-heard 18th century operas on Wednesday evenings starting Oct. 12. The operas will be performed by the Hunter College Opera Workshop, and will originate from the Hunter College Playhouse. All will be sung in English.

Renew McNeill Program

Chicago—Swift & Company, thru the J. Walter Thompson agency, has signed a 52-week renewal contract, effective Monday, October 24, to continue its half-hour sponsorship from 8:15 a.m. of Don McNeill's Breakfast Club. This renewal covers the Monday through Friday broadcasts over 270 ABC stations.

COMING and GOING

TOMAS MUNIZ, president of Puerto Rican Broadcosters Assn. and general manager of WIAC, San Juan, arrived in New York yesterday on business. He'll be here for a week.

MERLE S. JONES, recently named generol monager of the Columbia Pacific Network and KNX, the CBS O&O station in Los Angeles, hos orrived on the West Coast to take over his new duties.

PAUL MOWREY, national director of television for the American network, is bock at ABC headquarters in New York following an extended business trip to the West Coast.

HOWARD LANE, generol manager of KOIN, Portlond, Ore., left yesterday for the Coast following o few days in New York.

JACK ZERBE, general manager of WKAQ, Son Juan, P. R., has arrived in New York on business.

PHIL ALAMPI, farm news editor of WJZ, is in Harrisburg, Pa., where he is ottending the Northeastern Poultry Producers Council Exposition.

LLOYD BROWNFIELD, director of press informotion for KNX, Los Angeles, is in New York for a 10-day visit.

HARRY WISMER and JIM GIBBONS, Americon network sportscasters, will head late this week for Ann Arbor, Mich., where on Saturday they'll broadcast the Army-Michigan football gome. Soonsor will be the U. S. Army and U. S. Air Force recruiting service.

J. E. BUSBY, monoger of WKRG, Mobile, Ala., is in town for conferences at CBS, with which the station is affiliated.

A. A. WARD, vice-president of Altec Service, is in New York from the West Coast.

Wrong bailiwick



Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed



Plenty of VITAMIN "SEE" in Cincinnati

(Dayton & Columbus, too!)

Yes, the "eyes have it" in Cincinnati. It's a RED HOT television town. Take a look at these figures reported in the six-city Telepulse for August, 1949:

Average ¼ Hour TV Sets-In-Use
(12 Noon—12 Midnight)

City	*August 1-7*	*July*
CINCINNATI	30.4%	23.7%
New York	21.8	20.8
Philadelphia	21.7	19.5
Chicago	20.1	18.9

Now, *another* shot of vitamins has been added in the three cities with all new star-studded daytime programs, starting at 11:30 AM daily and featuring the million dollar WLW-Television talent staff.

More vitamins: All three Crosley TV stations —WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—also began carrying the full NBC television network schedule on September 25th—LIVE—via cable and our own microwave facilities.

For a healthy sales prescription, contact your nearest WLW Sales Office.

**RUTH LYONS Mid-West's Greatest Showoman*

WLW-T
WLW-D WLW-C

TELEVISION SERVICE OF THE NATION'S STATION
Crosley Broadcasting Corporation

CHICAGO

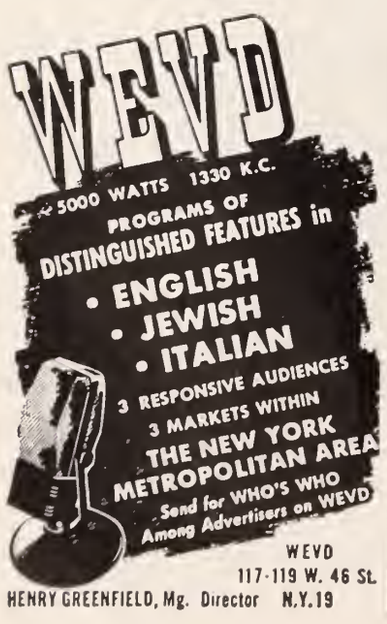
By HAL TATE

THE Chicago Cubs may be in last place as far as the National League is concerned, but on the air, the team and their No. 1 fan, announcer Bert Wilson, rank first! June-July Hooperatings for Chicago showed the top-rated period to be 11.6 on WIND, during the Cubs' baseball games at 2:30 p.m. Sundays. The July-August Hooperatings again indicated the Cubs, and WIND, to be in first place with a rating of 11.3 for the 2:30 p.m. Sunday time. In addition, the Hooper survey shows that the first five high-rated periods on Sunday are all Cubs broadcasts on WIND.

Lon Saxon, WBBM singing star who has been heard on many local programs, joined the cast of melody-makers heard over CBS' "Music For You" program Sunday, October 2. In addition to several solos, he sang a duet with Elaine Rodgers, who also sings with the Meadow-Larks, the "Music For You" featured vocal quartet. Caesar Petrillo directs the orchestra, and the show is written and produced by Skee Wolff.

Cyril B. Janicki, director of The Little Theater Company, has really come up with something—a professional training school for young actors between the ages of 6 and 20. That the training is more than adequate is proven by the fact that many of the Little Theatre members are active in modeling, radio and television in Chicago, and quite a few have recently appeared in Coronet, Jam Handy, Atlas and Wilding films.

Subject of a picture spread in the October 2 issue of Parade Magazine is not, as one might expect, Publicist Maraleita Dutton, but her black Cocker Spaniel, "D.J.," a professional model.





California Commentary. . . !

● ● ● **IT IS ESTIMATED that 15,000,000 people tune in on the weekly adventures of Dr. Christian, which has been on the air continuously for more than 12 years. . . . that's a lot of "patients." . . . Ronald C. Oxford, for the past two years head of KFI-TV's programming, has resigned effective November 1 to devote his time to the development of programs for network and kinescope release. He will be succeeded by Kenneth Higgins, for the past few months executive producer for KFI-TV. . . . Dick Haymes in huddles with the Ward Wheelock Agency execs on the "Club 15" show's progress. . . . Fibber McGee and Molly, who are Jim and Marian Jordan in private life, are entertaining as houseguests their son, Jim, Jr., and his bride, actress Peggy Knudson. Jim Jr., is on the NBC television staff in New York. . . . The NBC Page Boys threw a party the other day celebrating the return to NBC of Gordon MacRae, former NBC page, now star of "The Railroad Hour," and a how-do-you-do cocktail affair was tossed last week to introduce Bob Hawk, the Lemac Man, to Hollywood.**

Hollywood

☆ ☆ ☆ ☆

● ● ● A PREVIEW SHOWING of the new television version of "The Life of Riley" was held last week at NBC. This is the first major Hollywood radio program to go on television, and the first production in show business history to be on radio and television. . . . Jo Richey of KECA's Continuity Acceptance Department, has moved to TV center, where she will do Literary Rights work and assist in clearance of film and TV scripts. . . . After months of musical drought, the Mark Warnow Music Company, headed by the Hit Parade maestro, now has a tune heading for the selfsame Hit Parade. It's "The Big Go Bye," and will soon be heard on Holiday Records performed by Larry Neill and the Black Smith Trio. . . . Beverly Wills of CBS' "Junior Miss" claims to have the best comedy teacher in the business, her mother, CBS "Leave It to Joan" star Joan Davis. . . . Walter O'Keefe and the "Double or Nothing" cast returned to Hollywood last week after spending three days in Tucson, Arizona, where the show was broadcast from the newly-erected Westerner hotel. . . . Air America, Inc. has picked up the tab on Bill Symes' "All America Scoreboard." Symes' sportscast immediately follows the KHJ broadcast of Pacific Coast Conference football on Saturdays. . . . Edward Arnold, ABC's "Mr. President," is in St. Paul, Minnesota, to attend the American Federation of Labor convention, returning here October 9. . . .

☆ ☆ ☆ ☆

● ● ● **BOB McANDREWS, managing director of Southern California Broadcasters Ass'n, will address American Hotel Association annual national convention at Fairmont Hotel, San Francisco, October 7 on potentialities of broadcast advertising for the hotel industry. . . . George E. Ledell, Jr., KFI-TV sales executive, is the father of a six pound twelve ounce girl, Patricia Ann, born September 25. . . . A new guessing game called "Name the Dance" was introduced by Frank Veloz on "The Veloz Show" over KNBH and immediately caught on so well it will be added as a regular part of the show. Veloz and his partner demonstrate a dance, without music, giving oral clues, then televiewers are invited to phone in and name the dance. . . . Since CBS' "Amos 'n' Andy" made their radio debut, the world has seen the advent of sound and color movies, television and radar.**

New Books

About Radio Advertising

An analysis of more than $50,000,000 worth of sponsor participation programs, based on a survey of 260 stations, and suggestions to advertisers on how to make radio budgets pay off are illustrated by graphs and charts in a new book, "Successful Radio Advertising with Sponsor Participation Programs," by Robert I. Garver, account executive at Lynn Baker, Inc.

The 321 pages of data and text, published by Prentice-Hall, Inc., are broken down into three main parts: Most popular participation programs, Selecting a program and A national survey of participation programs. The exhaustive analysis of programs ranges from the effectiveness of certain types of shows in selling particular kinds of products to comparisons between time rates and methods of obtaining audience reaction measurements.

One of the most valuable sections of the book for radio and advertising executives is that dealing with the results of the survey. That section, plus Appendix 1 and Appendix 2, makes up the greater part of the entire book. In it are statistics on the length of participations, variations between stations of different wattages, the number of times such shows are broadcast per week and at what hours of the day, the maximum number of commercials allowed and their individual lengths, a breakdown of types of shows into such classifications as music, live or transcribed. Still other charts illustrate the annual mail response to shows, rates charged by stations of various wattage, and discounts allowed.

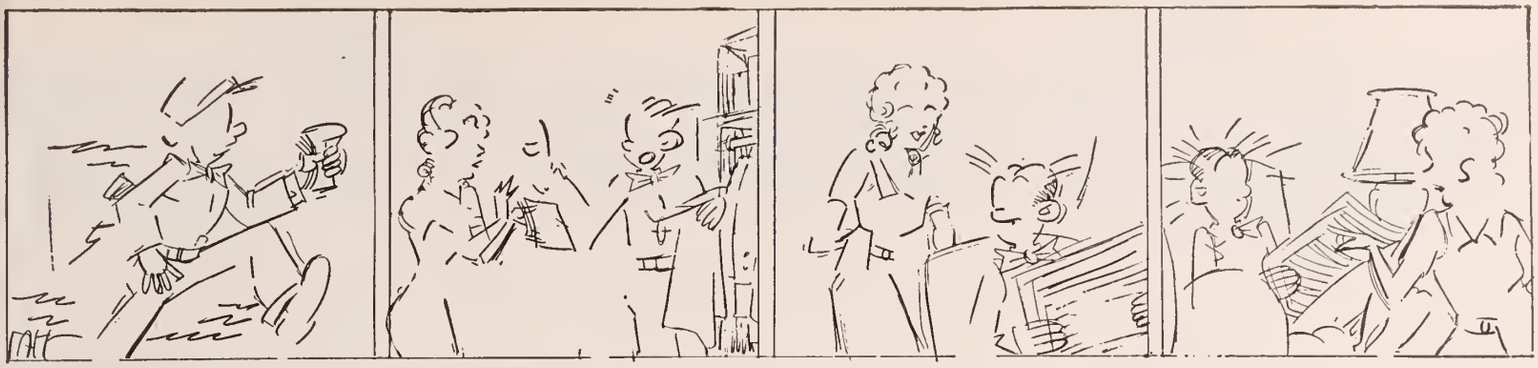
In order to present an over-all picture of the types of advertisers using participation programs, the author listed in Appendix 1 a representative group of sponsors. Appendix 2 consists of a geographical listing of participation programs broadcast in all states of this country (except Wyoming), District of Columbia and the Territory of Hawaii.

A.J.

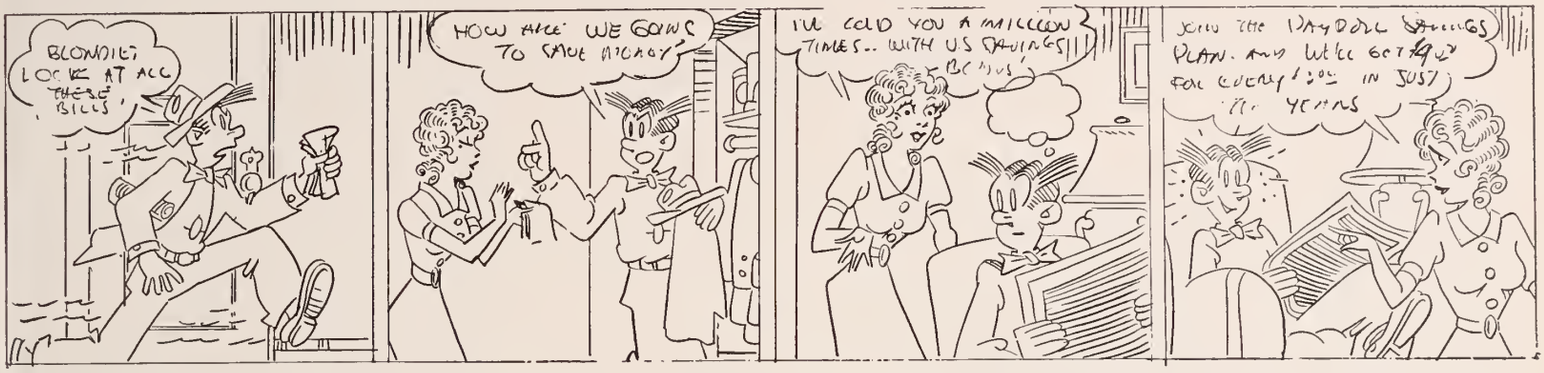
'Straight Arrow" Cited On Floor Of Senate

Washington — Senator Dennis Chavez of New Mexico inserted in the Congressional Record a commendation for MBS' "Straight Arrow" show for its production of a half-hour American Indian Day salute.

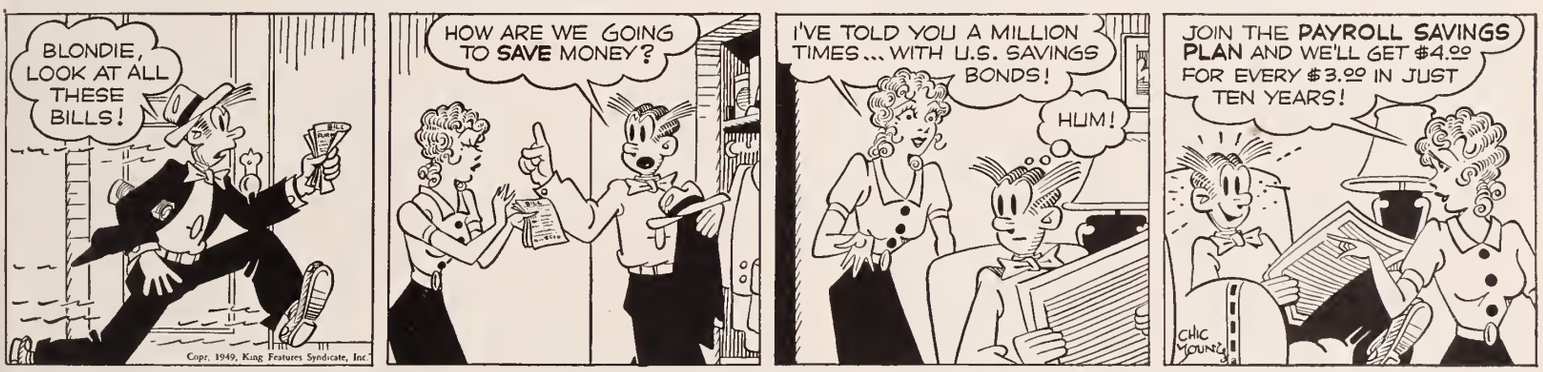
In his Friday morning commendation, contained in a speech of several hundred words, Chavez said: "One of the finest tributes that can be paid to the Indian was the radio program arranged by the Mutual Broadcasting System in conjunction with the nationwide Citizens Committee of the National Congress of American Indians and designed to spotlight the cultural aspects of Indian life."



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP...

that's the way it's done successfully!

As you can see, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS

THIS SPACE CONTRIBUTED BY RADIO DAILY

Probe Plane Crash That Killed Clark

(Continued from Page 1)

NBC western division sales manager, suffered a fractured left arm. Sportscaster Frank Hayes escaped with bruises when the plane, a small Cessna chartered for the trip to and from the Stanford-Michigan football game at Palo Alto, suddenly ran out of gas and hurtled to the ground.

Clark, a radio and record headliner for many years, was born in Boston, where he studied law. He began his theatrical career as a band vocalist, singing with Benny Goodman, Wayne King, Lud Gluskin, Raymond Paige, and Mark Warnow. From 1936 to 1939 he starred in the "Hit Parade" broadcast series. He appeared in several other radio shows, including Armour's "Treet Time," and did many guest shots. He also was the "ghost voice" for non-singing stars in several films. He joined the Army in 1942 and served until December, 1945.

Clark's last radio assignment was as star-emcee of the Carnation "Contented Hour" on NBC. He was to have begun a new Carnation series on CBS last Sunday night. He leaves his wife, Nedra, a daughter, Penny, six, and two children by a former marriage.

Thayer Leaving V. Of A., For Another State Post

Paris — Charles Thayer, outgoing director of the Voice of America, arrived here over the week-end on official U. S. State Department business and plans to leave shortly for London.

Thayer, whose new assignment has not yet been announced, will return to New York about Oct. 12. His New York office personnel plan a farewell party for him on Oct. 14.

Thayer will be succeeded by another career diplomat, Foy D. Kohler, as director of the Voice of America in the early part of November. Kohler, also on regular foreign service for the State Dept., returned several months ago from Moscow where he was counselor and first secretary at the American embassy. He is now in New York familiarizing himself with the operations of the V of A.

Caribbean Analyst

Buck Canel, the No. 1 sportscaster of the Caribbean area, arrived from San Juan, Puerto Rico, yesterday to cover the World Series for WIAC under the sponsorship of Don Q rum. Canel will have Louis Olmo, Puerto Rican outfielder, with the Dodgers team as a guest on his pre-series broadcast to the Caribbean area tonight.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of September 23-29, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
Don't Cry, Joe	Harms
Fiddle Dee Dee	Harms
Four Winds And The Seven Seas	Lombardo
Georgia On My Mind	Peer
Give Me A Song With A Beautiful Melody	Witmark
Homework	Berlin
Huckle Buck	United
I Can Dream Can't I	Chappell
If You Ever Fall in Love Again	J. J. Robbins
It's A Great Feeling	Remick
Just One Way To Say I Love You	Berlin
Katrina	E. H. Morris
Last Mile Home	Leeds
Let's Take An Old Fashioned Walk	Berlin
Love Is A Beautiful Thing	Porgie
Maybe It's Because	B-V-C
Over The Hillside	Dreyer
Room Full Of Roses	Hill & Range
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Toot Toot Tootsie Goodbye	Feist
Twenty-Four Hours Of Sunshine	Advanced
Wedding of Lilli Marlene	Leeds
(Where Are You) Now That I Need You	Famous
Who Do You Know In Heaven	Robbins
You Told A Lie	Bourne
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin
You're So Understanding	Barron-Porgie

Second Group

TITLE	PUBLISHER
A Wonderful Guy	Chappell
And It Still Goes	Shapiro-Bernstein
Ain't She Sweet	Advanced
Bali Ha'i	Chappell
Baby It's Cold Outside	E. H. Morris
Dime A Dozen	E. H. Morris
How It Lies, How It Lies, How It Lies	E. H. Morris
I Can't Believe It	Claremont
I Don't See Me In Your Eyes Anymore	Laurel
I Know I Know I Know	Robbins
I Wish I Had A Record	Crawford
In Santiago By The Sea	Life Music
Lover's Gold	Oxford
Make Believe (You Are Glad When You're Sorry)	B-V-C
My One My Only My All	Paramount
Now Now Now Is The Time	Fremart
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
Song Of Surrender	Paramount
Through A Long And Sleepless Night	Miller
Twilight	Ben Bloom
Why Fall In Love With A Stranger	Campbell

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Ala. Broadcasters To Meet Oct. 6-7

(Continued from Page 1)

loosa, and Bert Bank, of WTBC, Tuscaloosa, are co-chairmen of the convention committee.

A luncheon session on the opening day will feature a talk by Easton C. Woolley, director of NBC's stations department, on "Radio 1949 and in the 50's." During the afternoon session, starting at 2:30, Howard E. Pill, of WSFA, Montgomery, president of the Alabama Broadcasters Assn., will preside over a discussion of "Selling Radio in a Buyer's Market." Jim Reese, of WWWB, Jasper, will act as moderator.

At a banquet to be held Thursday night at 6 p.m., Charles A. Fell, managing editor of the Birmingham News-Age-Herald, will speak on "Radio and the News."

Friday's sessions begin at 9:30 a.m. with a discussion of how "Good Programming Puts Money in the Bank," moderated by Lionel Baxter, of WAPI, Birmingham. The luncheon speaker is Frank M. Headley, of Headley-Reed Co., president of the NARSR, whose topic is "Radio Has Grown Up." The afternoon session is divided into three parts: "The NAB At Work," by Allen M. Woodall, of WDAK, Columbus, Ga.; "Report on BMB," by Kenneth Baker, acting president of BMB; "How To Turn People Into Customers," a showing of the NAB film of that title by Maurice Mitchell, of the Broadcast Advertising Bureau.

A junket to the Alabama-Duquesne football game at Denny Stadium next Friday night will top off the conclave.

Returning To NBC

Dean Martin and Jerry Lewis, after a two-week's vacation, will return with their NBC comedy show Friday at 8:00 p.m., EST, beginning Oct. 7. "The Martin and Lewis Show" was formerly heard on Tuesdays at 9:00 p.m., EDT.



TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 4, 1949 — TELEVISION DAILY is fully protected by register and copyright

WORLD SERIES IN TV SPOTLIGHT

TELE TOPICS

THE YANKEES and the Dodgers did the TV industry a great favor Sunday when they clinched the pennants in their respective leagues and made it a Subway World's Series. . . . It was most accommodating because the networks have the physical setup at both Yankee Stadium and Ebbets Field to televise the Series and plenty of manpower on hand to make the pool telecasts a success.

●

WHILE ON THE SUBJECT of televising the World's Series it might not be amiss to suggest to the TV announcers that they confine their reporting to the players and the play by play account of each game. One announcer, who has a habit of saying "How About That," seemed overly emotional in his reporting of the Yankees' final game with Boston. After all the viewer is an eye witness to the proceeding and wants only to be filled in on what is transpiring before him.

●

SIGNING OF FIVE more shows has been announced by WOR-TV, bringing to ten the station's initial program lineup. The new shows are "Road To Success," "Apartment 3C," "Hazel Shermet," "What Happens Now?" and "Toon A-Vision." The first-named offering is a "practical inventors' show," which will present on its premiere a man who manufactures gold, it says here, for fifty cents a pound; also the inventor of a car that runs on distilled water.

●

WAAM, BALTIMORE, has inked five new contracts: Gunther Brewing Co., for "Football Preview," 15 minutes preceding the Notre Dame games, through Ruthrauff & Ryan; Hanline Brothers, for Hanline Paints, through Cahn-Miller Agency; Minnesota Mining & Mfg. Co. (Scotch Tape) through BBD&O, and Schleisner Co. (department store) through Kal, Ehrlich & Merrick. . . . WGN-TV, Chicago, has sold the Monday night boxing card at Marigold Gardens to the Peter Hand Brewery Co. for Meister Brau Beer, through BBD&O; one-minute film spots to the Culligan Soft Water Service, through Frederick, Franz & McCowen, and one-minute spots to the Ambrosia Brewing Co., for 52 weeks through the Malcolm-Howard Advertising Co.

●

A SPECIAL Chicago telecast featuring the "Toy Fair" at Marshall Field & Company will be seen on WGN-TV, Wednesday, October 6, from 7:30 to 8:00 p.m. The telecast, which will also be entitled "Toy Fair," will originate from the WGN-TV studios, but the set will be a replica of the specially decorated toy department at Field's.

Fifty-two Stations Will Be Linked Together For Network Pool Telecast Of World Series; All Will Carry The Gillette Courtesy Credits

(Continued from Page 1)

Alaska, Puerto Rico and South America, and unaffiliated stations from coast to coast in this country. The broadcast scheduled by the Armed Forces Radio Service will be sans commercials.

The domestic and shortwave broadcasts begin at 12:45 p.m., EST, with the play-by-play reports scheduled to start at 1 p.m., EST, Wednesday through Saturday. The Sunday broadcast, if there is no clean sweep by either the Dodgers or the Yankees, will begin at 1:45 p.m., with the actual game scheduled to start at 2:05 p.m., EST. The AFRS shortwaving will begin at 2 p.m., EST, Sunday.

Walter "Red" Barber and Mel Allen will divide the AM and FM announcing chores, both color and play-by-play reports. Both Barber and Allen previously broadcast World Series, as well as All-Star games, over Mutual.

Will Be Shortwaved

The Voice of America of the U. S. State Department and AFRS began yesterday announcing the scheduled shortwave broadcasts. In addition, all armed forces, including ships at sea, army and air forces bases throughout the world, also have been advised by cable. The V. of A. does not plan play-by-play reports, but will include games' results and special baseball features on its regular programs in 22 foreign languages.

The AFRS' shortwaved accounts beamed to Europe will be rebroadcast on medium wave, depending upon the quality of reception, by the American Forces Network in Germany, consisting of four stations; and the Austrian Blue Danube Network of three stations. Four shortwave transmitters on the Atlantic coast will beam the programs to Europe, the Mediterranean area, Africa and the Atlantic areas.

Two other AFRS shortwave transmitters on the West Coast will beam the World Series to Alaska, the Pacific areas and the Far East, where it is expected to be rebroadcast on medium wave lengths.

Heavy TV Coverage

At this writing all but two or three of the 54 TV stations on the air had made plans to carry the Series telecast, and there were indications that the holdouts might come into the fold by tomorrow. Last year, by contrast, only 19 television stations were able to air the baseball classic.

This year's Series will be the first to be shown in theatres via large-screen television. Five theaters in four cities are scheduled to present the Series before paid audiences: the Fabian Theater in Brooklyn, the Pilgrim in Boston, the State-Lake in Chicago, and two theaters in Milwaukee. In addition, New York City's Paramount Theater has been offered the games, but the theater management at this writing had not yet decided on acceptance.

Four Cameras To Be Used

Four cameras will be used in the pickups from Yankee Stadium and Ebbets Field. Jim Britt and another announcer not yet selected will handle play-by-play and color. Maxon is the agency for Gillette.

Coast To See 'Inside Of TV' At Exposition Oct. 15-23

West Coast Bureau of RADIO DAILY

Los Angeles—Television, with the cooperation of the Los Angeles area's seven television stations, will take the wraps off of production techniques and various other mysteries revolving around video when the National Television-Radio Exposition is held October 15 to 23, in Shrine Convention Hall.

Portrays "Things To Come"

The Southern California Radio and Electrical Appliance Association, the sponsor, is making available every facility so that Hollywood and many other business and scientific groups, including the Academy of Television Arts and Sciences, may give the public a preview of things to come.

Demonstrations will cover production, transmission and all the "in between" phases until the presentation reaches the screen of the home receiver.

Co-Operation To Be Close

Close cooperation between Bill Quinn, managing director of the Association, and Henry R. Lubcke, president of the TV Academy, and the Television Committee of the Chamber of Commerce and many other civic and business groups assures success of the Exposition.

TV Dealers Form Own Association

Formation of a National Television Dealers Association which has been incorporated under the laws of Maryland, was announced yesterday in Washington by E. A. Dempsey, executive director. Prime purpose of the organization is to raise and help maintain higher standards in advertising, merchandising and servicing throughout the industry, Dempsey said.

"We are not thinking along the lines of revolutionizing present merchandising methods, but rather a harmonizing of all elements in the industry so that we may serve the television buying public in a generally more satisfactory manner," Dempsey explained.

Chevrolet Dealers Buy 'Jury Trials' Of WABD

The Local Chevrolet Dealers Assn. of New York will sponsor the tele version of "Famous Jury Trials" on WABD, New York, 9:30-10 p.m. Wednesday nights, starting tomorrow. Campbell-Ewald is the agency.

Another crime - and - punishment drama, "The Plainclothes Man," will also make its debut Wednesday night in the preceding half-hour slot, 9-9:30 p.m.

Westinghouse Studio 1 To Present Kipling Drama

"The Light That Failed," a video adaptation of the Kipling story, will be carried by 17 CBS-TV stations as a presentation of the Westinghouse Television Theater's "Studio One" on Monday, 10 p.m. An additional 17 stations will air the show later via television recordings.

Richard Hart and Felicia Montealegre are starred.

Dopester

Eight-year-old Charlie Hankinson, of Mutual's "Juvenile Jury," who last year correctly predicted on WOR's "News on the Human Side" that the Braves would beat the Indians, 1-0, forecast on the same program last night that the Yanks would take the Series in six games and that the Yanks would win the opener, 2-1, with Raschi and Roe pitching.

COAST-TO-COAST

"Irma" Visits WCAU

Philadelphia, Pa.—Marie Wilson, star of CBS' "My Friend Irma," was given the open door treatment by WCAU during her one-day visit to Philadelphia as part of Paramount's promotion of the local opening of the film based on the popular radio show.

Will Carry Football Sked.

Minneapolis, Minn. — This fall, WLOL is carrying the full schedule of games played by Notre Dame University to give the local Irish fan an opportunity to follow, on the spot, the progress of a team other than that of Minnesota. In addition, WLOL is transcribing and re-broadcasting a full running-account of the Minnesota game that is played back each Saturday evening.

Commentator At Premiere

Trenton, N. J.—Mrs. Gill Robb Wilson, commentator of WTTM-NBC Trenton, was among the civilian guests entertained aboard the USS Midway last Tuesday for the Air Show and premiere of Warner Brothers Motion Picture, "Task Force."

Children's Diary

Worcester, Mass. — WTAG - FM opens the fourth season of "Make Friends With Music" with a diary listening guide written and designed by Gladys Tomajan, to acquaint youngsters with serious music by talking about it in language a child can understand.

New Community Program

Charleston, West Virginia — WKNA has a new program directed at St. Albans, a community of about 12,500 population, located 15 miles from Charleston. Five St. Albans merchants sponsor the 20-minute, daily show titled "Today In St. Albans." Fred Scott, WKNA announcer, plays records, and gives news concerning St. Alban's churches, civic groups, interesting personal experiences, etc.

Frank Ford Alias Eddie Felbin

Philadelphia, Pa. — Eddie Felbin, account executive at the Phil Klein Agency, returns to the local sports front when he mikes the "Campus Parade" show before the Penn football games on WCAU. He'll use the name of Frank Ford.

Texas Western Show

Riverside, Calif. — Texas Jim Lewis, Decca Recording artist, signed with BCA's "Western Network" to do his western show 5:30 to 6 p.m., Monday, Thursday and Friday. The BCA Western Network stations carrying the program are KPRO, Riverside and San Bernardino; KREO, Indio and Palm Springs; KROP, Brawley and El Centro; KYOR, Blythe.

NAB District 13 Convenes, Talks Sales With Mitchell

(Continued from Page 1)

facing the industry at present time.

According to Jim Crocker, assistant manager of KRLD, Dallas, registration of 167 at 1:00 p.m. had established a near record for District 13 attendance.

Those registered and the stations they represent were:

Roy Bacus, WBAP, Fort Worth; Blaine Cornwell, KWFT, Wichita Falls; R. M. Baird, KTXL, San Angelo; William L. Cox, KBST, Big Springs; Robert Belion, KCMC, Texarkana; George Cranston, WBAP, Fort Worth, Ken Bennett, KSIJ, Gladewater; J. W. Crocker, KRLD, Dallas; Burton Bishop, KTEM, Temple; James R. Curtis, KFRO, Longview; Kenyon Brown, KWFT, Wichita Falls; M. E. Danbom, KTBB, Tyler; Bo Byers, KOAA, Bryan; Tom Dillahunty, KCMC, Texarkana; Joe Caffo, KEPO, El Paso; Dale Drake, WRR, Dallas.

Also Gene L. Cagle, Texas State Network; H. H. Dunnavan, Lone Star Chain; Martin Campbell, WFAA, Dallas; Henry Jones, KIMP, Mt. Pleasant; Rial L. Campbell, KVOP, Plainview; W. C. Fouts, KSFA, Nacogdoches; D. C. Cannan, KFDX, Wichita Falls; Howard Fry, KFDM, Beaumont; Charlie Clough, KWFT, Wichita Falls; R. Lee Glasgow, WACO; Louis Cook, KNOW, Austin; Ernest Hackworth, KCMC, Texarkana; Leo Hackney, KGVL, Greenville; Terry Lee, KXYZ, Houston; Lloyd Hawkins, KLTI, Longview; Joe M. Leonard, Jr., KGAF, Gainesville; Ray Herndon, KTRH, Houston.

And Richmond Lewin, KTRE, Lufkin; Julian L. Hill, KPLT, Paris; Ira Lewis, KGNC, Amarillo; Fred C. Hill, KTRE, Lufkin; Bill Lightfoot, KREL, Baytown; Budd Hill, KHBR, Hillsboro; A. C. Lloyd, Jr., KBKI, Alice; G. C. Hoffman, KSET, El Paso; C. B. Locke, KFDM, Beaumont; W. P. Hood, KFDX, Wichita Falls; Glen H. McClain, KIOX, Bay City; Harold Hough WBAP, Fort Worth; J. M. McDonald, KCRS, Midland; E. C. Hughes, KEYS, Corpus Christi; J. B. McNutt, KBUD, Athens; Aubrey Jackson, KGNC, Amarillo; George W. Marti, KCLE, Cleburne; Charles B. Jordan, Texas State Network; W. P. Mauldin, KPAC, Port Arthur; K. K. Kellman, KCNC, Fort Worth; J. H. Mayberry, KUNO, Corpus Christi.

Also Boyd Kelley, KTRN, Wichita Falls; Wendell Mayes, KBWD, Brownwood; Walter Kline, KAND, Corsicana; Robert O. Meeker, KCOH, Houston; Willard L. Kline, KEPO, El Paso; Bill Michaels, KABC, San Antonio; Ed Lally, WBAP, Fort Worth; Frank O. Myers, KCMC, Texarkana; Bill Laurie, KNET, Palestine; Fred Nahas, KXYZ, Houston; Mrs. Bill Laurie, KEBE, Jacksonville; Ben Nedow, KECK, Odessa; Bob Nolan, KREL, Bayton; Robert L. Snyder, KCBD, Lubbock; Barney Ogle, KRGV, Weslaco; J. H. Speck, KCNC, Fort Worth; B. F. Orr, KTRH, Houston.

And Bill Spiller, KLVP, Levelland; Ken Palmer, KPDN, Pampa, Myrl Stein, KMHT, Marshall; Clyde D. Pemberton, KFJZ, Fort Worth; O. L. (Ted) Taylor, KGNC, Amarillo; Wayne Phelps, KHUZ, Borger; Pete Teddlie, WRR, Dallas; Charles Price, KMLB, Monroe, La.; Clay Thompson, KSWA, Graham; E. O. Procter, KEPO, El Paso; Gordon Thompson, KFYO, Lubbock; Clyde W. Rembert, KRLD, Dallas; James G. Ulmer, KGBK, Tyler; William A. Roberts, KRLD, Dallas; Charles Vernon, KGFY, Brownfield; Howard Roberson, KFDA, Amarillo; Mrs. Marjorie R. Rickers, KPAC, Port Arthur; King H. Robinson, KATL, Houston; William J. Wallace, KBST, Big Spring.

Also Gene Roth, KONO, San Antonio; Winston O. Ward, KIMB, Mt. Pleasant; David Russell, KFDM, Beaumont; E. J. Watson, KLYN, Amarillo; David Segal, KTFS, Texarkana; Kelley Wafford, KEYS, Corpus Christi; Lewis O. Seibert, KGKL, San Angelo; Carl O. Wyler, KTSM, El Paso; Jack Senter, KULP, El Campo; Paul Girard, Paul Girard Co.; George W. Smith, KMAE, McKinney; Wade Barnes, RCA; Walter B. Davison, Lang-Worth; John Devine, Standard Radio; Bert Horswell, C. P. McGregor, Inc.; Bert Lown, Associated Program Service; Clifford E. Ogden, Capitol Records; Bill Stubblefield, Capitol Records; Pierre Weis, Lang-Worth.

AGENCIES

JEROME PATTERSON has resigned as a director of the Vick Chemical Company and has been elected president and general manager of Morse International, Inc., advertising agency. M. F. House has been elected Morse executive vice-president. A. T. Preyer continues as chairman of the board.

RAYMOND J. LEICHT has joined the copy department at Geyer, Newell & Ganger, Inc. He was previously with the advertising staff of the Pelham Sun, Pelham, N. Y. Before that, he was a copywriter and account contact man with Fuller, Smith & Ross, Inc. During the last war, Leicht served as a first lieutenant with the Army Air Force and was awarded the Distinguished Flying Cross and Air Medal with three oak clusters.

McKEM & VANTA divisions of Shawmut, Inc., makers of children's wear, have appointed Foote, Cone & Belding as advertising agency. The announcement was made by H. R. McCormick, vice-president.

M-T-W-T-F

For years, 1-minute participations on the *WOWO Home Forum* have been "best buys" in reaching a rich Midwestern audience in a 59-county BMB area. Now, for the first time, the *Home Forum* format has been re-arranged so that an advertiser can sponsor a 15-minute segment across the board.. 1:00 to 1:15 PM, Monday through Friday. Here's a real opportunity for one advertiser.. *only* one.. to cash in with a dominant participation on this popular, sales-productive Jane Weston Program. Mail response averages better than 100,000 pieces per year! For details, check WOWO or Free & Peters.

FORT WAYNE
ABC NETWORK
AFFILIATE

WOWO

WESTINGHOUSE RADIO STATIONS INC
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BUSINESS ★ PRODUCTION ★

RADIO DAILY

SPONSORS ★ TELEVISION ★

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 3 | NEW YORK, WEDNESDAY, OCTOBER 5, 1949 | TEN CENTS

URGES FCC TO OKAY COLOR TELE NOW

Lever Headquarters Will Move To N. Y. C.

Lever Brothers, heavy users of radio time, will move their headquarters from Cambridge, Mass., to New York City and will construct a 20-story Lever House at a cost of $6,000,000, Charles Luckman, president, announced yesterday.

Simultaneously with the move of the parent company, the executive and general offices of the company's three subsidiaries: the Pepsodent Company, Chicago, manufacturers of dentifrices; the John F. Jelke Co. of Chicago, producers of margarine; and Harriet Hubbard Ayer, Inc., of New York, cosmetic firm, will be

(Continued on Page 8)

Carnation Show To Use Guest Stars Temporarily

West Coast Bureau, RADIO DAILY

Hollywood—The Carnation Co. will use two guest soloists each week on the "Contented Hour" broadcasts as replacements for the late Buddy Clark until a permanent star is decided upon. The show, whose premiere on CBS was delayed a week after Clark was killed in a plane crash last Saturday, will start this Sunday, 10-1:30 p.m.

Margaret Whiting and another

(Continued on Page 2)

Canada Moves To Get Communications Control

Montreal—The Canadian Government has announced its intention to buy some of the assets of the Canadian Marconi Co., and the Canadian interests of Cable and Wireless Ltd., for approximately $4,500,000, as part of a program for nationalizing Can-

(Continued on Page 2)

U. N. Recording

A special United Nations Day recording produced by the U.N. radio department will be made available to radio stations through NAB, it was announced yesterday. The recording, scheduled for presentation on U.N. Day, October 24, is being pressed by RCA-Victor as its contribution to the special observance planned for that date.

Good News

Pace-setters in yesterday's bullish market were radio and TV stocks, which took the lead over a wide range of listings that reached their highest average level for the year. Admiral set the pace with a gain of almost two points. Emerson, Philco and Magnavox showed about a point gain each, with Motorola failing to sustain its high for the year, but closing at up 7/8.

BMB Troubles Mount; Gov't Seeking Tax

Broadcast Measurement Bureau, which sought to establish its identity as a non-profit organization in the eyes of the Internal Revenue department at the completion of its First Study, is reported to have received an adverse ruling from the government and must pay income tax aggregating $73,000.

In December, 1947, the government ordered BMB to file an income tax return. Later Internal Revenue agents conducted an investigation

(Continued on Page 5)

Oral Argument Nov. 4 On So. Baptist FM Web

Washington—The FCC yesterday ordered oral argument November 4 on the petition of the radio commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas, for a special group of low-powered, non-commercial FM broad-

(Continued on Page 5)

CBS President Declares Web Is Ready To Present Its Color Television On A Commercial Basis

Washington Bureau of RADIO DAILY

Washington—The CBS color system is well within the economic reach of the general public and is "ready today" for commercial use, CBS president Frank Stanton said here yesterday. Stanton was the first CBS witness to testify at the FCC hearings on color and UHF. He also urged the

(Continued on Page 7)

A. & P. Okays Radio For Institutionals

The Atlantic & Pacific Tea Co. has authorized its seven national divisions to include radio in its anti-trust action campaign which was initiated in full-page ads in some 2,000 newspapers throughout the country last month, RADIO DAILY learned yesterday.

Several broadcasters reportedly have been under the erroneous be-

(Continued on Page 5)

Sen. Johnson To Speak At NAEB Annual Meeting

Ann Arbor, Mich.—Sen. Edwin C. Johnson, chairman of the Interstate and Foreign Commerce Committee, has accepted a bid to address the 24th annual business meeting of the National Assn. of Educational Broadcasters, to be held on the campus of

(Continued on Page 5)

Radio Theater Leads "First Fifteen" Ratings

Walter Winchell and Jack Benny returned to the air with a drop to the 7th and 8th places in the Sept. 30th "First Fifteen" Hooperatings.

The complete listing with ratings follow: 1. Radio Theater, 20.7;

(Continued on Page 2)

Movie Company Sets Mutual Web Tieup

West Coast Bureau of RADIO DAILY

Hollywood—Paramount's radio department has completed a tieup with Ry Krisp for a new five-minute radio series, to be heard each Monday, Wednesday and Friday over 366 Mutual stations starting November 14.

Erskine Johnson, syndicated columnist, will interview Paramount stars, and each star will be heard

(Continued on Page 2)

Two Comedy Programs Acquired By ABC Web

Two family situation comedies, "Blondie" and "A Date With Judy," both of which were sponsored last year for abbreviated periods on NBC, have been acquired by ABC for debut as back-to-back series on

(Continued on Page 6)

Future Of Radio Secure, Speaker Tells Advertisers

A parallel between radio and another "Fabulous Invalid," the theater, was drawn yesterday by Louis G. Cowan, president of the package firm of that name, addressing the Radio and Television session of the 4-A Annual Eastern Conference, held at the Hotel Roosevelt, New York.

Pointing out that the death of the theater has been predicted regularly for centuries, and always prematurely, Cowan said: "Radio is a very big business which is not dying—or on the way out. Such talk is a case where the effect, because it is presumed to have taken place, can itself be the cause that produces that effect. This is a neat trick. Instead of lifting itself by the bootstraps, radio, by such talk, is pulling itself down by the hatband."

"Actually," he went on, "radio is

(Continued on Page 6)

Today's The Day

First World Series game between the Dodgers and the Yankees is scheduled to be heard over WOR-Mutual and seen through the nation's television stations today beginning at 12:45 p.m. EST. The game will actually get under way at 1 p.m., at Yankee Stadium in New York. All technical arrangements have been completed.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*October* 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7¾	7½	7⅝	+ ¼
Admiral Corp.	27⅜	26¾	27⅜	+ 1½
Am. Tel. & Tel.	142⅝	142¼	142⅝	+ ⅜
CBS A	22½	22½	22½	+ ½
Philco	33	32¼	32¼	+ ¾
Philco pfd.	82	82	82	— 2
RCA Common	12½	12⅛	12½	+ ½
RCA 1st pfd.	73½	73½	73½	+ ¼
Stewart-Warner	12½	12½	12½	+ ⅜
Westinghouse	26	25¾	25⅞	+ ¼
Westinghouse pfd.	99	99¼	98¼	— 1⅝
Zenith Radio	28½	27	28¼	+ 1⅛
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13¼	13¼	13¼	+ ⅛
Nat. Union Radio	2¾	2½	2⅝	+ ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13¾	14¾
Stromberg-Carlson	10½	11¾
U. S. Television	5-16	½
WJR (Detroit)	7	7¾

WHLI Weather Service

WHLI, Hempstead, Long Island, will broadcast bulletins on winter weather conditions and highway reports through a special teletype circuit linked with the U. S. Weather bureau in New York. WHLI will also keep a weather eye on the Long Island Railroad, whose movements in past winters have been a source of great interest and anxiety for suburban New Yorkers.

KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH
NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Added Listeners

Listener ratings on the World Series, scheduled to open at the Yankee Stadium today, will take an upturn for the Ossining, N. Y., area with the inclusion of 1,755 "extraordinary" listeners who will be "allowed" to lend an ear. The warden of Sing Sing Prison has indicated he will lift the usual afternoon restrictions for the purpose.

Virginia AP Members Hold Parley At Roanoke

Roanoke, Va.—Twenty-one broadcasters representing 11 Virginia stations attended a meeting of the Virginia Associated Press Broadcasters here Sept. 19. Jack Weldon, general manager of WWOD, Lynchburg, presided.

Junius P. Fishburn, owner of WDBJ and publisher of the Roanoke Times and Roanoke World News, traced the growth of AP service in the state during the last 30 years, and described it as one of the best state news services in the nation. Twenty-eight Virginia stations are members.

Those attending the conclave included the following: Emileigh Maxwell, WTAR, Norfolk; Jim Moore and Leigh Smith, WSLS, Roanoke; Don Murray, John W. Eure, Paul E. Reynolds and Jim Walsh, WDBJ, Roanoke; Charles P. Blackley and Robert Starratt, WTON, Staunton; Maxey E. Stone, WSVS, Crewe; John W. Schultz and Maynard E. Dillaber, WMVA, Martinsville; Jack Weldon and Don Jarvis, WWOD, Lynchburg; Erick Lund, WLVA, Lynchburg; Tom Wade, WCYB, Bristol; Phil Hirsch and Milton B. Henson, WREL, Lexington; Fred L. Hart and Earl Hundley, WLPM, Suffolk.

Movie Company Sets Mutual Web Tieup

(Continued from Page 1)

on all three broadcasts during the week.

Alan Ladd will be the first to be interviewed by Johnson and he will be heard on the broadcasts of November 14, 16 and 18. "Chicago Deadline," new Ladd starrer, will be publicized.

This program will be released over the coast-to-coast Mutual network from 5:55 to 6:00 p.m. in all time zones.

Joins WSAM Sales Staff

Saginaw, Mich.—Vincent Picard has been appointed sales manager of radio station WSAM replacing Robert W. Phillips who has resigned on doctor's recommendation. Picard who has been on the sales staff of WSAM was formerly with Cooter Brokerage and R. J. Reynolds Tobacco Company. Dan Lutzeier of Detroit has been added to the sales staff.

AGVA-AFM Court Case Postponed Until Friday

The hearing for the application of the American Guild of Variety Artists for a preliminary injunction against James C. Petrillo's American Federation of Musicians, in the judisdictional dispute between the two AFL unions, has been postponed until Friday morning in New York State Supreme Court, with Justice Samuel H. Hofstadter presiding.

AGVA has insisted that an artist who reads lines on a stage falls into the category of a performer and consequently belongs within the jurisdiction of the guild. Petrillo, on the other hand, had notified his members that they must resign from the guild on the grounds that dual membership was contrary to rules. It was this action which prompted AGVA to apply for an injunction against AFM.

Canada Moves To Get Communications Control

(Continued from Page 1)

ada's external communications facilities.

According to the Minister of Transport, Hon. Lionel Chevier, who sponsored first reading of the bill in the House of Commons, the Government proposes to acquire the Canadian Marconi receiving station at Yanachiche, Que., a transmitting station at Drummondville, Que., and the Marconi building here. The purchase would not include, he emphasized, the broadcasting stations, or industrial and manufacturing facilities of Canadian Marconi.

New Incorporation Planned

The resultant body would be incorporated as the Canadian Overseas Telecommunications Corp., a chief purpose of which would be "to carry on the business of public communications by cable, radio telegraph, radio telephone or any other means of communication between Canada and any other place and between Newfoundland and any other part of Canada."

Radio Theater Leads "First 15" Ratings

(Continued from Page 1)

2. My Friend Irma, 16.4; 3. Arthur Godfrey's Talent Scouts, 16.4; 4. Bob Hope, 16.2; 5. Fibber McGee & Molly, 16.1; 6. Suspense, 16.1; 7. Walter Winchell, 15.0; 8. Jack Benny, 14.7; 9. Mr. Keen, 13.6; 10. Crime Photographer, 13.3; 11. Big Town, 12.9; 12. People Are Funny, 12.8; 13. Bing Crosby, 12.8; 14. Inner Sanctum, 12.7, and 15. Great Gildersleeve, 12.3.

Carnation Show To Use Guest Stars Temporarily

(Continued from Page 1)

soloist will be featured on the first broadcast over CBS, with Dinah Shore to be spotlighted next week. Erwin, Wasey is the Carnation agency.



Who's in the doghouse?

Mr. Skunk moved in so the poor dog beat a hasty retreat out of his own house. The skunk liked the doghouse so much that it took half a day to evict him.

But most of us don't like to be in the doghouse. As a time buyer, there's an easy way for you to keep out of the doghouse as far as radio advertising in Baltimore is concerned. You just buy W-I-T-H, the BIG independent with the BIG audience.

You can't go wrong with W-I-T-H! It delivers more listeners-per-dollar than any other station in town. And that means that you can get BIG results from a LITTLE money on W-I-T-H.

So if you want to keep your clients happy about their radio advertising in Baltimore, get W-I-T-H on that schedule fast. Call in your Headley-Reed man and listen to the whole W-I-T-H story.

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed



RCA scientists develop new *direct-reading* Loran instrument which simplifies problems of navigation.

The **homing pigeon** goes to sea

Now science gives the navigator an improved "homing pigeon instinct," a way which—without checking the sun or the stars—he can head his ship directly home.

Already thoroughly proved, *Loran equipment* has been simplified through RCA research and engineering, so that almost anyone can learn to use it in a few minutes. Free of human error, readings appear *directly* on the instrument. A quick check gives position.

Brain of this Loran system is a circuit developed at RCA Laboratories which splits seconds into millions of parts—and accurately measures the difference in the time it takes a pair of radio signals to travel from shore to ship.

Given this information, the navigator, hundreds of miles from shore, can determine his position quickly and accurately. Loran's simplicity adapts it to every type of vessel from merchant ship to yacht. Manufactured by Radiomarine Corporation of America, a service of RCA, it is already being installed in U. S. Coast Guard rescue ships.

The meaning of RCA research

RCA's contribution to the development of this new direct-reading Loran is another example of the continued leadership in science and engineering which adds *value beyond price to* any product or service of RCA.

* * *

The newest advances in television, radio, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

CHICAGO

By HAL TATE

THERE has been a heavy vacation exodus in these parts. Merritt R. Schoenfeld, president of Schoenfeld, Huber & Green, and Norman C. Green, Chicago manager of Crowell-Collier Publishing Company are spending a week on a fishing trip at Walter Swanson's island in Lake of the Woods. The WBBM offices must be functioning with a skeleton staff—Marge Retzke of the continuity editing department is vacationing in Williamsburg, Va.; Ford Canfield, a staff musician is doing the same in New England; Joe Rumoro, guitar virtuoso, is off to the wilds of Wisconsin; and Bob Martin, of the WBBM-CBS sales promotion staff, has chosen Phoenix, Arizona as his two-week stamping ground.

WGN is resuming the broadcasts of two of its most popular youth programs this week, "Citizens of Tomorrow" and "Youth Looks Up." It is estimated that during the past nine years, almost 400,000 young people have been heard on these programs. The first of the new "Citizens" shows, dedicated to the high school students of America, will salute DuSable High School, and will be heard Saturday, October 8 at 10:30 a.m. The first broadcast of the "Youth Looks Up" series this year will be heard Sunday, October 9 at 8:00 a.m. Philip Maxwell will again take the roles of "Principal of the Air" in the high school broadcast, and "Visiting Superintendent" in the Sunday school program.

E. Sawyer (Si) Smith, a recent Northwestern University graduate, has been named assistant sales service manager at WBBM-CBS, replacing Paul Schlesinger who left the station to take over the position of time-buyer at the Tatham-Laird agency.

On October 6, Danny Kaye, noted comedian of stage, screen and radio, will transcribe several Community Fund announcements to be used on the radio during the current campaign. Kaye, who will be here to launch the 1949 drive in Chicago, will record these short features in the WBBM studios. He is appearing currently at the B&K Chicago Theater.

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Just to add to the rating confusion, one rumor making the rounds in New York has Nielsen buying out Hooper and another has Hooper taking over Nielsen. . . . Watch for some NAB fireworks on the organization's policy to keep district meetings "off the record." It seems that some of the eastern broadcasters are not in accord with Judge Miller's policy. . . . Now that the FCC has nixed Crosley Broadcasting's attempt to buy Louisville's WHAS, Roberto Hope may make another stab. . . . Agencies hot on the trail for Bill (County Fair) Gernannt's "Joe & Ethel Turp" TV series. It might interest the lads to know that Damon Runyon himself would never allow anyone but Gernannt to have anything to do with the Turps, altho' plenty of other producers were after it. Seems that Damon loved the 'Gernannt touch' and his understanding of the Runyon characters. . . . Dean Martin & Jerry Lewis' click in the movies will not hurt their chances of latching on to a radio sponsor. (As a matter of fact, they're about to close a deal right now.) . . . Eastern Railroads have taken an option on Ted Granik's NBC simulcast, "American Forum of the Air," skedded for an Oct. 30th preem.

☆ ☆ ☆ ☆

● ● ● LUX RADIO THEATRE celebrates its 15th ann'y Oct. 14th and the press dep't of J. Walter Thompson, both here and on the coast, haven't been forgetting it. They've been concentrating on a magazine campaign and have come up with two or more pages in the following: Look, Seventeen, Radio Mirror, Varsity, Movie Life, Silver Screen, Screenland, Movie Pix, Photoplay and others. How about that, as our good pal, Mel Allen, would give it.

☆ ☆ ☆ ☆

● ● ● JUST BREEZIN' ALONG: For our dough, they can call it Studio One-derful. . . . For showmanship and personality plus, we cheerfully recommend you to Al Morgan's musical series out of Chicago via DuMont. . . . With "Break the Bank" shifting to NBC tonight, director Jack Rubin was called in by the station to audition the bells for the program. Seems they want the same effect as the bells used when program was on ABC. So now, instead of auditioning people, Rubin is auditioning bells. . . . Talk about your versatility, Jim Boles and Athena Lorde (Mr. & Missus in private life) have appeared together as a young honeymoon couple—father and daughter—brother and sister—70 year old sweethearts—and a father and mother combo all in the past two weeks. . . . Frank Cooper now representing Coleman Jacoby and Arnold Rosen, a great writing combo, for radio and tele. . . . Leading Latin-American broadcasters will gather at the Waldorf next week for a board meeting of the Inter-American Ass'n of Broadcasters. Goar Mestre, of Cuba, and Don Emilio Azcarrage, of Mexico, among those expected to attend. . . .

☆ ☆ ☆ ☆

● ● ● IN ANSWER to her ad for a sec'y, Cathy Mastice (the gal in the middle of that Berle-Kirsten rhubarb) received a reply from one applicant who concluded: "I've had 4 jobs in the past month and that proves how much in demand I am."

☆ ☆ ☆ ☆

● ● ● WM. GARGAN is preparing a video series based on "Night Editor," which has long been a radio feature on the CBS outlet in Los Angeles. He's negotiating with Hal Burdick who owns, writes and narrates the series. To lend authenticity to the TV version, Gargan will invite night editors throughout the country to submit an outline on the most exciting story they ever worked on. Those submitting suitable stories will be invited to come to N.Y. and appear on the program, where they'll be paid for both the story and their acting (?).

SOUTHWEST

"THEATER OF THE AIR" is the first of the MGM transcriptions to find a sponsor on KXYZ, Houston. The hour-long drama, featuring a roster of MGM name talent, is slotted at 4:00 p.m. each Sunday afternoon and was placed through John Paul Goodwin Agency for South Texas National Bank.

What is probably the largest regularly scheduled western disc jockey show has made another "first" for KNUZ, Houston indie. "Rhythm Ranch" has a new approach in that it will consistently use more live recording talent than any previous Houston program. Each recording artist will emcee a 15-minute period in "Rhythm Ranch," which hits the air at 1:45 p.m. each Saturday, with chatter and news about their recent releases and bands while spinning their own records with the able assistance of KNUZ staffers Ken Grant and Buddy Covington. Already signed for "Rhythm Ranch" are Bennie Hess, Tiny Smith, Leon Payne, Ben Christian, Benny Leaders, Jimmy Short, Collie Cornpatch, Little Marge, Pete Hunter, Floyd Tillman, Hank Lochlin, Jerry Jericho, Jerry Irby, and Woody and Smitty.

Terry Lee, commercial manager of KXYZ, Houston, is off on a whirlwind tour of the New York agencies.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas

BMB Troubles Mount; Gov't Seeking Tax

(Continued from Page 1)

of BMB operations and reported their findings to Washington.

At the time of the Internal Revenue department investigation J. Harold Ryan, chairman of the BMB board said: "BMB's cooperative, non profit nature stems directly from the fact that the job it does can only be done by that kind of an organization. BMB sprang from the oft-expressed need for advertisers, agencies and broadcasters for a tripartite, co-operative non-profit research organization. It is inconceivable that the government would ever find such an organization subject to tax."

Kenneth Baker, acting president of BMB, could not be reached for comment last night. He was reported attending the NAB district meeting and busily engaged in completing the subscription list for the Second Study which is expected to be released early next year.

A hearing on the government's claim will be heard in U. S. Tax Court, probably during the week of Oct. 24. The claim involves about $63,000 in taxes, plus interest of about $10,000, according to Lawrence Casey, of the law firm of Root, Ballantine, Harlan, Bushby and Palmer, counsel for BMB.

Oral Argument Nov. 4 On So. Baptist FM Web

(Continued from Page 1)

cast stations. The primary purpose of the hearing is to determine the constitutional issue as to whether the Commission may legally in view of the First Amendment to the Consituation, "establish a specific category of religious stations."

A secondary question is whether such action, if consistent with the Constitution, would be in the public interest.

Sponsoring Musical Show

Anderson Co., maker of Anco auto windshield wipers, has begun sponsorship, under a nine-week contract with WOR, of a five-minute musical show featuring songs about the weather, such as "Stormy Weather," "April Showers," et., 1:35-1:40 p.m., Saturdays.

TOP DISK JOCKEY,
M. C., Narrator, Actor
NOW EMPLOYED

seeks to make a change. Would be interested to hear from station managers in California, Florida, Chicago. Heard regularly on network shows since 1945.

Write Box 276
RADIO DAILY
1501 Broadway N. Y. C.

★ AGENCY NEWSCAST ★

TWENTY-SIXTH YEAR of the Advertising and Selling Course of the Advertising Club of New York, will open at the Engineering Societies Building, 29 Wset 39th Street, Monday, October 10 at 7:45 p.m. The speaker of the evening will be A. H. (Red) Motley, president, Parade Publications, Inc. Horace H. Nahm, chairman of the Advertising and Selling Course Committee, will preside.

FAUSTIN J. SOLON, vice-president of Owens-Illinois Glass Company, Toledo, Ohio, has been elected chairman of the Joint ANA-AAAA Committee on Improvement of Public Understanding of Our Economic System. Henry C. Flower, Jr., vice-president and director of J. Walter Thompson Company, New York, was elected vice-chairman of the committee. Solon succeeds Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles. Belding is now president of Freedoms Foundation, Inc. As vice-chairman, Flower succeeds H. M. Shackelford, vice-president in charge of sales promotion and advertising for Johns-Manville Corporation, New York.

OSCAR J. WILE, president of Browne Vintners Company, Inc., announces the appointment of Roy S. Durstine, Inc. for the advertising of Captain Morgan Jamaica Rum which is now being introduced to this country.

ANNUAL COCKTAIL PARTY of the Advertising Women of New York will be held this year in the Belvedere Room of the Hotel Astor, on October 28th. With a Halloween theme, the party is named "A Glimpse into the Future." The "Glimpse" will be provided by several palmists, graphologists, etc. Music for the party will be played by Jeno Bartal. Tickets are available at the Club office or through Mary Heeren, chairman, or members of the committee.

CAYTON, INC. has been appointed by Bond Clothing Stores for television advertising. A Bond sports show began on NBC-TV Oct. 1.

DURKEE-MOWER, INC., East Lynn, Mass., makers of Marshallow Fluff and Sweeco, have announced an expanded fall advertising campaign to include newspapers, magazines, radio (both AM and TV) and outdoor boards through Harry M. Frost Co. Inc., Boston. The campaign also includes a new "Yummy" recipe book in full color. The company has also retained Gilchrest-Spriggs & Co., also Boston, public relations counsel, to handle the opening of their new plant on the occasion of their 30th anniversary.

Sen. Johnson To Speak At NAEB Annual Meeting

(Continued from Page 1)

the University of Michigan Oct. 15, 16, and 17.

Invitations have also been sent to Chairman Wayne Coy, and Commissioner Frieda Hennock, of the FCC. A business session centering on problems of public relations and audience building common to the 100 NAEB member groups will be led by M. S. Novik, radio consultant and part owner of WLIB, New York; Seymour Siegel, director of the New York Municipal Broadcasting System; Robert Coleman, manager of WKAR, Michigan State College; John Dunn, director of WNAD, University of Oklahoma, and others. Also on the agenda is a discussion of methods of implementing various elements of the Allerton House Report on the educational radio seminar conducted this summer under the auspices of the Rockefeller Foundation and the University of Illinois.

Others scheduled to speak during the three-day conclave are Ralph Steetle, WLSU, Louisiana State University; Dallas Smythe, Institute for Communications Research, Illinois University; Carl Wesser, consulting engineer, and C. L. McKelvie, secretary of the Junior Town Meeting League.

A. & P. Okays Radio For Institutionals

(Continued from Page 1)

lief that the A & P would not use radio in its nation-wide campaign. However, two Westinghouse stations, WBZ, Boston, and WBZA, Springfield, Mass., were among a few stations who reportedly refused to accept the A & P anti-trust commercials on the ground that the issue was controversial.

The New York headquarters of the A & P, it was understood, has authorized its seven divisions, with their 38 separate units, to buy an unrestricted amount of radio time above that budgeted for merchandising. The newspaper campaign ads, run on Sept. 20-21, and again last week, constituted substitutions for regular merchandising advertisements. The use of radio was left to the discretion of the presidents of the seven divisions.

The anti-trust complaint against the grocery chain was filed on Sept. 15 and requires a reply within 20 days.

Stork News

A son, Gary Alan, was born to the Mannie Greenfields', Sept. 27th. The father is president of Mannie Greenfield Associates, publicity.

Sensational!
COLUMBIA
MICROGROOVE
TRANSCRIPTIONS

TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
WLW, CINCINNATI -- " ... A DISTINCT TECHNICAL ADVANCE ..." KWTO, SPRINGFIELD -- " ALL COMMENTS FROM THE ENGINEERS... ARE OF A COMMENDATORY NATURE. " CJOR, VANCOUVER -- " QUALITY OF THE TRANSCRIPTIONS IS EXCELLENT. BANDING ... OF IMMENSE VALUE. " WHLN, HARLAN -- " EASILY HANDLED AND HAVE EXCELLENT QUALITY WITH A MINIMUM OF SURFACE NOISE. "

For details phone, wire or write:
COLUMBIA TRANSCRIPTIONS
A Division of Columbia Records, Inc.
Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas
LOS ANGELES NEW YORK CHICAGO

NEW BUSINESS

WNBC, New York: The Washington State Apple Commission has signed a contract for participations in the Mary Margaret McBride program on a Monday-thru-Friday basis. The order, running through March 6th, was placed through J. Walter Thompson.

The Whitehall Pharmical Co. has renewed its contract for participations on Mondays, Wednesdays and Fridays in the Bob Smith program and has added spots on Tuesdays and Thursdays. The order, calling for 143 announcements, was placed through Duane Jones Co., Inc.

The Musterole Company has signed a contract for station breaks on a five-days-a-week basis. The order, running through March 31st, was placed through Erwin-Wasey & Co.

Procter and Gamble has contracted for station breaks to advertise Spic and Span. The order, running for 35 spots, was placed through the Biow Company.

"News With Charles F. McCarthy" program (7:30-7:45 a.m.) was renewed by Peter Paul, Inc. The 7:00 a.m. "News With Clyde Kittell" program was purchased by Seeck & Kade, Inc.

The Peter Paul contract, calling for sponsorship for a 52-week period on Mondays, Wednesdays and Fridays, was placed through Platt Forbes, Inc. Erwin-Wasey & Co., Inc. is the agency for the Seeck & Kade account, which calls for Monday, Wednesday and Friday sponsorship for a 13-week period. Charles H. Phillips represented WNBC in both sales.

KSFO, San Francisco: According to Jack Campbell, commercial manager of KSFO, both Robert Hall Clothes and The Seaboard Finance Company are including the San Francisco radio station in their Fall promotion plans. Robert Hall Clothes bought 28 quarter-hours weekly on KSFO; while The Seaboard Finance Company takes up the daily 8:00 a.m. and p.m. news periods, a total of three and one-half hours per week. Agency for Robert Hall is Frank Sawdon, for Seaboard—Smith, Bull and McCreery.

Movie Approach

Movie scenes of actual sales results obtained from radio advertising are being made by the All Radio Presentation Committee, Inc., as sequences for the industry film, "Lightning That Talks." First film takes were made recently at Cedar Rapids, Iowa, where the Me Too chain stores are heavy users of radio time. The action shots show the sales results obtained from the radio advertising which featured the merchandising of three carloads of peaches. Victor M. Ratner is producer for ARPC and the filming is being done by IMPS, Inc.

Future Of Radio Secure, Speaker Tells Advertisers

(Continued from Page 1)

in somewhat the same position as the theater—reports of its demise are apt to be exaggerated. Neither is dying as yet, and neither will die as long as they provide good entertainment."

Cowan continued: "The radio and television people can argue between themselves as to who can do what best. At the present time, and in the near foreseeable future, there is no question about radio. Basic areas, large population centers, can be covered well by television. But as of today, large portions of the country are without any television communication at all, and other areas are served by a few stations, and these on the air only for a short time. This is changing, and will continue to change. Right now, in many homes, radio is the only outside entertainment medium inside the home.

Will Survive Changes

"Even after that condition changes, even when radio and television are competing for attention inside a home, there will be a place for radio. There will be people who just want to hear music, not to look at musicians; there will be people who want to listen to a comedy or a drama while rocking the baby to sleep, or listen to dramatic shows or something else while doing housework or homework. There will, in short, be a large audience made up of people who want entertainment, but who do not, or cannot, give the time and concentration necessary for extended television viewing."

Future of TV

The future of television itself was surveyed in an earlier speech, titled "Television Caught Us Napping," by Donald W. Stewart, advertising manager of the Texas Company, which sponsors the weekly Texaco Star Theater with Milton Berle on NBC.

Stewart declared, perhaps significantly: "In the near future I don't believe that big one-hour shows will need to be seen more than twice a month, since the impact of television is so much greater than radio and it is not necessary to expose yourself on a weekly basis. . . . If this schedule is followed, obviously more rehearsal time can be given to each program and in our show with Milton Berle, there would be less chance of his burning out too soon. . . . The other end and one of the most important reasons for going on this basis is the expense involved. It will be very hard to justify spending as much as $75,000 every week for 39 weeks when you can accomplish the same results in 26 weeks at a saving of about $1,000,000."

Plea for 'Adulst Conscience'

Another 4-A speaker yesterday was Charles Underhill, director of television programs for CBS, who voiced a plea for an "adult conscience" in television.

"Perhaps what is most needed in television today," he said, "(is) a conscience that can temper our adolescent enthusiasm for every new talent or program approach with the reminder that this is not the be-all and end-all, not even the pattern, and certainly not the perfection that TV will some day attain."

"I merely would like to point out," Underhill said, "that the record of the last year or two is no more an indication of a pattern for the future than was the percentage of organ music in the radio picture of 1928. . . . The things that have been proven or indicated by radio are not necessarily applicable in the same degree to television. Radio is subjective. Television is objective. . . . It is my opinion that the outstanding successes of television will be closer related to the theater, and to motion pictures, than to radio despite the fact that radio geography and radio economy will tend to dictate the presentation of television."

Two Comedy Programs Acquired By ABC Web

(Continued from Page 1)

Thursdays, 8-8:30 p.m. and 8:30-9 p.m., EST, respectively.

ABC has signed for both shows for 26-week periods on sustaining basis. The net retains both radio and television rights to the two programs.

Arthur Lake will continue to star in the "Blondie" program in the role of "Dagwood." ABC officials currently are conducting a search for "a top-flight" radio actress to handle the "name" part. Johnny Green, the original writer of the program when it started in 1941, will continue that chore. Dick Woollen will direct.

"A Date With Judy," which began on the air in 1945 as a Summer replacement for Bob Hope, is written by Aleen Leslie.

Bunting Of NAM To Talk Over ABC

Chattanooga, Tenn.—NAM managing director Earl Bunting will discuss "Civic Responsibilities" on a special half-hour coast-to-coast broadcast by ABC, Oct. 18, 10 p.m., EST.

He will be introduced by Dr. David Lockmiller, president of the University of Chattanooga. Benton & Bowles, Inc., is the agency.

Simon Ackerman on WMGM

Simon Ackerman Clothes, Inc., will sponsor "Take A Tip," 15-minute football commentary, over WMGM, New York, for the third successive year. The program will precede and follow all Army and N. Y. Giants games. Erlich and Neuwirth is the agency.

PROMOTION

Celebrates Anniversary

WEEI in Boston, marked 25 years of broadcasting by an all-day open house last Thursday and a 7-foot birthday cake. The neighbors flocked to the studios, letters and telegrams of congratulation came in from Military and Naval Commandants, political bigwigs, former employes (one from as far south as Charlotte, N. C. where Jack Knell, ex-WEEI, is broadcasting), other network and independent station managers.

It was a field day for the "old hands" like E. B. Rideout, meteorologist, who came to the station but 10 months after it started broadcasting, and has remained with it ever since; Carl Dickerman, chief announcer, who has chalked up 23½ years announcing for the station; Caroline Cabot, whose 23-year-old "Shopping Service" was the first of its kind on the air.

25 per cent of WEEI's staff are members of its 15-Year Club . . . and half that number plan to secede this year to form its 20-Year Club.

KVOO Visits Fair

KVOO, Tulsa, Oklahoma NBC affiliate, rounded up its entire roster of talent, personalities and characters, to produce an almost continuous show in the KVOO tent at the Tulsa State Fair. The special tent was filled with sponsor displays, and combined with the talent—and the only free ice water available—attracted most of the 150,000 persons in attendance. The KVOO Farm Department, headed by Sam Schneider and assistant Marshall Smith, used the occasion to mark the 8th birthday of its activity. Some statistician figured that if all the farm features and interviews, handled by the department during the last eight years, were placed end to end—but with no reason as to why they should be so placed—it would total 139 broadcasting days of 18 hours each. Station personalities who co-operated in the Fair festivities included Leon McAuliffe and his Western Swing Band, Johnny Lee Wills, brother of Bob Wills, and the Boys, Sons of the Range, John Henry, Ken Miller, Bob Jones and an otherwise unidentified person named Way.

New Service

Camden, N. J.—New commercial microwave relay equipment, making possible a system of high-frequency point-to-point radio communications for such diverse users as pipe lines, gas companies, electric power utilities, trucking companies, forestry services, and fire and police departments, was announced recently by the Communications Section of the RCA Engineering Products Department.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, October 5, 1949 — TELEVISION DAILY is fully protected by register and copyright

CBS COLOR READY NOW—STANTON

TELE TOPICS

THERE IS ABSOLUTELY no entertainment to be derived from watching "Auction-Aire," the Libby, McNeill & Libby stanza that bowed on ABC last week. The program was definitely a bore from start to finish. Format, if such it can be called, is as follows: Merchandise prizes are auctioned off for labels from Libby products, with those in the studio audience shouting their bids while home viewers are allowed to bid via phone. For the home audience there is the added opportunity of a film quiz, which posed such questions as, "What are the names of the Marx Brothers?" The top bidders also get a chance at the mystery chant. This is a recorded auctioneer's chant which mentions several numbers. Contestant must offer the exact sum of the numbers to win the prize—a new car. There were one or two other gimmicks, all in the same vein. . . . Auctioneer Jack Gregson was frantically incoherent throughout, and after each bit could be seen waving his hand to ask the audience for applause. Others on the show are assistant Rebel Randall and announcer Glenn Riggs. Eddie Nugent directs, J. Walter Thompson is the agency. Program is a Masterson-Reddy-Nelson package. . . . Show was first announced Sept. 6, at which time consumers first were notified to save Libby labels. Yet when the stanza went on the air Sept. 30, some articles drew between 200 and 300 labels, and one, a gas range, was knocked down for 1,100. How was it possible for anyone to accumulate so many labels in 24 days?

•

AT THE PRESS PREVIEW of the Ed Wynn show yesterday, CBS program chief Charlie Underhill said the web is planning several additional coast originations following favorable response to the quality of the recording on the Wynn show. He said also that the net might make some original films in Hollywood, utilizing three cameras simultaneously as in a live pickup. . . . Another H'wood entry is the Hank McCune film series which will bow on WNBT Sunday. Directed by Harold Schuster, program will feature Arthur Q. Bryan, Sara Berner, Larry Keating, Frank Nelson and Tammy Kiper. . . . Ted Granik's "American Forum Of The Air" will become an NBC simulcast Oct. 30 in the 4:30-5 p.m. spot on Sundays.

•

"AUTHOR MEETS THE CRITICS" is setting up two awards for the best American books, one fiction and the other non-fiction, published since the first of the year. About 200 critics and reviewers will comprise the judging panel, with winners to be announced on the show Dec. 5, over ABC. . . . First annual tobacco bowl festival in Richmond will be filmed by MPO Productions under direction of Bernard Dudley.

Net Chief Urges Immediate Adoption Of Best System To "Bring About Stability In The Industry"; Asks Freeze Be Lifted Within Next Few Months

(Continued from Page 1)

FCC to lift the freeze "within the next few months, so that TV broadcasting, in color and/or black and white, can move ahead.

"I do not think it wise," he continued, "to extend the freeze merely for the purpose of squeezing information on color systems from reluctant participants, or to permit unnecessarily extensive field tests."

Stanton said that an affirmative decision on color "will bring about stability in the industry," and asked that the FCC approve the system that best satisfies the tests of "performance, cost, time and compatibility."

Reiterating the web's position that "We will support any color television system which best suits the problem, no matter by whom invented, no matter by whom suggested." Stanton said that in view of the RCA proposal that lower cost color receivers and converters give only two-color reproduction, the Commission would have to decide whether "two-color reproduction for great masses of the public, and three-color reproduction only for those who can afford expensive receivers, qualifies at all as a color television system and can be adopted in the public interest."

He added, "It would be completely inconsistent with the public interest to adopt a double standard—one for the rich and one for everybody else."

Stanton was the target for a number of questions concerning CBS color equipment, which he asked be directed today to Dr. Peter Goldmark, CBS technical expert. Asked about how soon home equipment for CBS could be ready, he said Goldmark could answer but that his own emphasis has been upon the readiness of studio equipment for the CBS color system.

Stanton pointed out that "no other single organization has devoted the time, human resources or money to the development of color" that Columbia has, and that behind the CBS color system are more than 10,000 hours of color camera operation and over $3,500,000 expended.

He revealed that in recent months CBS has been exploring the possibility of expanding its color television interests, joining with electronic manufacturing and industrial organizations "to pursue the development of color television on a broader front than Columbia feels it is equipped to do alone."

He said CBS also plans to continue its policy of licensing all responsible manufacturers under CBS patents upon payment of reasonable royalty fees.

The CBS president warned against losing sight, in a "maze of conflicting technical data," of the two basic "policy issues" confronting the Commission. He posed those issues as:

"Should there be color television promptly?"

"Which system, if any, should be adopted?"

The question of prompt service, he said, "answers itself. The public wants color service as soon as possible and certainly has a right to it if it can be made available." The cost of transition to color, for public, broadcaster, and manufacturer,

(Continued on Page 8)

Press-Time Paragraphs

NAB Asks New Channels For Auxiliary Stas.

Washington—Commenting on the proposed new FCC rules governing auxiliary TV stations, the NAB urged that the Commission provide extra pickup channels for stations in larger cities by making available the three frequencies in the 7,000 mc. band now assigned solely to common carriers. NAB urged also exemption of pickup stations from requirement of prior authorization for remote operation and elimination of limitation on use of such stations to instances "where wire service is not practicable."

NTFC Plans Film Rate Structure

National Television Film Council has begun a survey of TV market areas as preliminary to establishing a rate structure for use of films by stations. Station time charges probably will be used as the basis for the recommendations. Serving on a committee to recommend rental standardization are W. W. Black, Official Television; Paul White, International Trans-Video; Connie Lazar, Film Equities, and William Holland, Hyperion Films.

Chris Witting To Head DuM Web Operations

Chris J. Witting has been appointed executive assistant to Mortimer W. Loewi, director of the DuMont web, and will be in active charge of the entire organization, Loewi announced yesterday.



WITTING

Witting joined DuMont in June, 1947, and since May has served as assistant director in charge of administration and operations.

Since 1941 Witting was comptroller and an officer of USO-Camp Shows and Veterans Hospital Camp Shows. He left USO temporarily in 1943 for a year with the Maritime Service and later set up the business organization that supervised USO shows in England and on the Continent.

A native of Cranford, N. J., Witting attended New York and Columbia Universities and Fordham Law School.

Admiral Corp. Claims TV Production Record

Chicago—First place in television production has been claimed for the Admiral Corp. by R. A. Graver, vice-president in charge of television and radio.

"While it is true," he said, "that the entire television industry has advanced at a rate rarely equalled in the history of American enterprise, Admiral's own growth has far outpaced that of the industry as a whole. For the first six months of 1949 total sales of television manufacturers . . . were 206 per cent greater than for the same period in 1948. Admiral's gain, however, was 450 per cent, more than double that of the entire reporting industry."

'Polgar' To Expand

Trimount Clothing Co., sponsors of the CBS-TV hypnotism series, "The Amazing Polgar," aired Friday, 7:45-7:55 p.m., has asked the network to find a 30-minute slot for an expanded version of the program, CBS said Friday. Wm. H. Weintraub is the Trimount agency.

Resolve Color Issue Now, Stanton Urges

(Continued from Page 7)

he pointed out, "will be lower now than it will be as time goes along" and "the sooner we have color the more rapidly will television become established and economically self-sufficient."

Stanton urged the FCC to "resolve this issue of color television once and for all . . . on the basis of this hearing."

"I am sure," he said, "the Commission will not take precipitate action. On the other hand, I am confident that, by the end of this hearing, there can be enough information to permit of a final determination in the public interest."

On the issue of performance, first of the four criteria suggested by Mr. Stanton for picking a color system, he said the best way to judge a system is to "see it in operation . . . to see whether the end result—the picture at the receiver—is good, bad or indifferent."

"Yet it is remarkable how complicated this issue can be made to appear," he added. "There has been a tendency to get bogged down in confusion over questions of what one theoretically ought to see, instead of determining what one actually does see. I urge against overemphasis on theoretical details when it comes to judging any operating system."

Points To Washington Tests

"The Columbia system," he pointed out, "has been producing pictures here in Washington which I understand have been highly satisfactory."

As regards an "untried" system which cannot be tested under normal operating and home-pickup conditions, he asked that there be "real assurance, based upon the most exacting scrutiny, that such a system will in fact meet all the requirements as to performance, and whatever cost, time and compatibility factors the Commission may deem necessary."

Without such "real and absolutely certain assurance," Stanton said he did not believe that the public interest would be served by rejecting an "operating system which now produces an acceptable picture in favor of waiting in the hope that something better may come along."

Such a delay, he added, would result in a double loss for the public, "in the vastly increased complexity of the transition by virtue of the fact that many more millions of black-and-white receivers lacking provision for adaptation and conversion will have been purchased," and "in the loss of color television service it would otherwise have during the interim period."

On the issue of cost, Stanton said, "If a system, no matter how well it can perform, can be enjoyed only by the comparatively few people who can buy Cadillacs . . . public interest requires its rejection."

In developing the CBS system, he added, "it has been one of our primary objectives — an objective which I have noted RCA did not mention—to limit costs so that our system will be within the economic reach of the same general public which can buy black-and-white sets . . . We have avoided making full color television a luxury available only to a few."

The issue of time, the CBS president stressed, is "of critical significance in the choice among systems," and he told the Commission the CBS color system is "ready today" for broadcasting, as it was in 1946.

Columbia's general operating policy, he said, would be at the outset to "broadcast in color for a minimum period each day—perhaps an hour or so—regardless of how few color receivers may be in use. Within limits of ordinary economics, we will broadcast color with a view toward stimulating wider and wider manufacture and purchase of scanning adapters, color converters and complete color receivers. After that, I believe that competitive factors should control—and should be permitted to control by the Commission —the rate of broadcasting transition from black-and-white to color."

Stanton estimated that if the Commission approved color, of the 14,000,000 sets probably in the public's hands by 1952, perhaps less than 10 per cent "will have any problem of receiving black-and-white pictures from color."

COAST-TO-COAST

"Freddy Martin Show" Adds Sponsor

It is announced by the Frederic W. Ziv Co., that their transcribed "Freddie Martin Show Time From Hollywood" program has just been signed by the St. Louis Dodge Dealers for sponsorship via St. Louis' radio station KXOK. The Ruthrauff & Ryan agency handled this deal.

"That's A Fact"

Boston, Mass.—Stan Shaw and Jim Brokaw are presenting a new five-minute program titled "That's A Fact." The program will be heard Monday through Friday at 6:30 p.m. over WCOP and WCOP-FM starting September 28.

Terl Appointed Executive

Baltimore, Md.—Appointment of Armand Terl as WFBR, Baltimore, account executive has been announced by William R. Dothard, director of local sales of that station. Terl, recently with Sponsor Magazine, was formerly commercial manager of WSID, daytime station.

KRNT Man Elected President

Des Moines, Iowa—Charles McCuen, newscaster on KRNT, was elected president of the Iowa Radio News Association at its recent big fall meeting in Des Moines. Fifty delegates attended. The group attended and covered an outdoor rally feature of the national AMVETS convention, highlight of which was the address of President Truman.

TV Lessons For Students

Baltimore, Md. — The public schools now are using TV lessons as part of their regular curricula. The lessons which originate in the studios of WBAL-TV were arranged by David E. Weglein, Public Service Counselor for the station, in cooperation with the committee on audio-visual education of the School Department. TV lessons will continue once a week throughout the school year.

Bartlett To Attend Meeting

Syracuse, N. Y. — Kenneth G. Bartlett, director of Radio Center, Syracuse University, will attend the annual meeting of the N.A.E.B. at the University of Michigan, October 15 and through 17, and the School Broadcast convention in Chicago from October 18 through 20.

New Series Over WCSS

Amsterdam, N. Y.—The Bigelow Sanford Carpet Co. has contracted for a five day a week series over WCSS. The programming will come under three headings: "The Amsterdam News Wire," featuring a complete coverage of local news three times a week, "A Page in History," highlighting the history of Mohawk Valley, once a week, and "The Radio Workshop," featuring local student talent.

Lever Headquarters Will Move To N. Y. C.

(Continued from Page 1)

moved into the new centralized offices in New York.

Operation of the manufacturing units of the company and its subsidiaries will not be affected by this change.

Construction of Lever's new headquarters, an ultra-modern office building on the west side of Park Avenue between 53rd and 54th Streets, is in addition to the $55,000,000 plant expansion program announced in July at ground-breaking ceremonies for the company's Los Angeles plant, Mr. Luckman declared.

Magnavox Co. Sales Rise, But Earnings Disappear

Fort Wayne, Ind.—Magnavox Co. sales in the four months ended June 30, 1949, were 23.6 per cent above the same period in 1948, but operating results were "unsatisfactory," according to an unaudited report issued to stockholders on Friday.

Sales totaled $6,312,000 for the four months period, compared with $5,107,000 in 1948. Net loss, however, amounted to $893,057, as against net earnings of $102,000 during the comparable period during 1948.

RADIO EXECUTIVES CLUB
OF NEW YORK

First Meeting of its Eleventh Season

To Be Held Tomorrow

October 6, at 12:30 P. M.

in the Grand Ballroom of the

Hotel Roosevelt

Speakers—Donald W. Thornburgh, President and General Manager, WCAU, Philadelphia, and Philip H. Willkie, Indiana Legislator.

Admission—$3 for members, non-members $3.75. Purchase tickets at the door.

BUSINESS PRODUCTION

RADIO DAILY

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EFFECTIVENESS OF RADIO EMPHASIZED

CBC Board To Discuss Canadian TV Situation

Montreal—Question of the operation of television stations by private interests in Canada will probably be revived at a meeting of the CBC board of governors in Winnipeg Oct. 17-18.

An announcement today by Hugh Palmer, secretary of the board, said that the "Canadian Marconi Company and associate" will apply at the meeting for a television license for a station in Montreal.

Palmer said in an interview that

(Continued on Page 3)

KPRC, Houston, Newsmen Cover Gulf Hurricane

Houston, Tex.—KPRC aired on-the-spot reports of the Gulf hurricane on Monday by contacting two ships in the storm area via radiotelephone.

Pat Flaherty, KPRC news director, broadcast the firsthand news thus obtained on the regular 12 noon news show Monday, and again Monday afternoon and evening. When it became apparent that the hurricane was moving inland, Flaherty, together with newsmen

(Continued on Page 3)

RMA Technicians Meet Scheduled For Nov. 1-3

Washington Bureau of RADIO DAILY

Washington — The seventh Town Meeting of Radio Technicians to be sponsored by the Radio Manufacturers Association will be held in the U. S. Chamber of Commerce Auditorium, here, on the evenings of November 1, 2, and 3, Robert C. Sprague, chairman of the RMA

(Continued on Page 3)

Satisfied Listener

Omaha—Jack Sandler, sports director and baseball broadcaster for KOWH, wants to know: "How faithful can a listener get?" The other day Jack got a signed, blank check from a fan in Esbon, Kans., with a note suggesting that "you and Mrs. Sandler get yourselves a good dinner." Sandler's sending the money to a local children's hospital instead.

Baseball-Minded

The Mutual board of directors, headed by Theodore Streibert, president of WOR and board chairman, dropped the cares of network financing and programming yesterday to attend the first World Series baseball game at Yankee Stadium. The visiting board members were guests of President Frank White and Chairman Streibert.

Col. Records Names Lieberson Exec. V-P

Goddard Lieberson has been appointed executive vice president of Columbia Records, Inc., it was announced yesterday by Edward Wallerstein, president.

Lieberson joined Columbia Records in 1939 as assistant to the Director of the Masterworks Division. Later, he became head of the division and was appointed to the position of vice-president in charge of Masterworks Artists and Repertoire. He has played a major role

(Continued on Page 3)

Defense Documentary Planned For ABC Web

Washington Bureau of RADIO DAILY

Washington—A new weekly half-hour series, "Time For Defense," highlighting the country's security developments, is now being produced by the Department of Defense in cooperation with ABC for broadcast on the network Tuesdays, 10 p. m., EST, beginning Oct. 25,

(Continued on Page 6)

Researcher Tells N. Y. AAAA Confab Not To Sell Radio Short; Points To Progress Of Service

A prediction that television is verging on a period of "spectacular" growth was coupled with a plea not to sell radio short in a talk by Arthur C. Nielsen, president of A. C. Nielsen Co., before the New York Council of the American Assn. of Advertising Agencies, meeting yester-

(Continued on Page 3)

ANA Meet Next Wk., To Be Closed To Press

The Tuesday afternoon (Oct. 11) session of the Assn. of National Advertisers' 40th annual meeting at the Waldorf-Astoria Hotel, Oct. 10-12, will be devoted to radio and television, with the doors closed to the press because "members want free informal discussion," according to an ANA announcement released this week.

Copies of all formal speeches,

(Continued on Page 2)

Bradley Heads Promotion Of Crosley Distrib. Corp.

Appointment of John L. Bradley as sales promotion manager of the Crosley Distributing Corporation was announced by Bert C. Cole, vice president and general manager. Bradley succeeds Charles L. Schafer who has resigned to re-

(Continued on Page 2)

WW, Benny, Lux Theater Lead Pulse Ratings

The "top ten" evening program rating of Pulse for the month of September was led by Walter Winchell with 18.0, folowed by Jack

(Continued on Page 2)

French Radio Expands Int'l Goodwill Web

Paris—The French Broadcasting System's symbolic "International Goodwill Network" has been expanded to include more than 25 countries throughout the world within the framework of its program exchange service, it was announced yesterday.

The initial programs, produced in Paris by the North American Service, have been featured on more

(Continued on Page 3)

New Eddie Albert Show To Preem Over NBC

Eddie Albert will star in a new NBC daytime half-hour variety series, "The Eddie Albert Show," Mondays through Fridays (network except WNBC), 9:00-9:30 a. m., EST, beginning Oct. 10.

Albert will present entertainment

(Continued on Page 2)

CBS-Type Color-Video Set To Sell For $220—Goldmark

Washington—Self-contained table model receivers using the CBS color system and providing both black and white and color pictures should retail for approximately $220, Dr. Peter C. Goldmark, engineer who developed the CBS system, revealed yesterday in testimony before the FCC. He said such sets would provide a 10-inch picture with 7-inch tube.

He also revealed that during the last few days CBS color pictures were sent from Washington to New York and back over the coaxial cable with little change in the quality of the image. This contrasted, he said, with RCA's testimony that all color would disappear when RCA color pictures pass over the coax.

Both the proposed RCA and Color Television Inc. systems, Gold-

(Continued on Page 7)

TV On Agenda

Television and radio technical progress will receive special attention at the 1949 Annual Fall General Meeting of the American Institute of Electrical Engineers to be held Oct. 17-21 in the Netherlands Plaza Hotel, Cincinnati, O. H. H. Henline, secretary of the Institute, announced that a symposium is scheduled for Wednesday afternoon, Oct. 19.

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FINANCIAL

(October 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 5/8	7 3/4	+ 1/8
Admiral Corp.	27 5/8	25 5/8	25 3/4	— 1 5/8
CBS A	22 5/8	22 3/8	22 1/2	
CBS B	22 1/4	22	22	
Philco	32 1/2	32	32 1/8	— 3/8
Philco pfd.	82 3/4	82 1/2	82 1/2	+ 1/2
RCA Common	12 5/8	12 3/8	12 1/2	
Stewart-Warner	12 5/8	12 1/2	12 5/8	+ 1/8
Westinghouse	26 1/4	26	26 1/8	+ 1/4
Westinghouse pfd.	98	98	98	— 1/4
Zenith Radio	28 3/4	28 1/2	28 5/8	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13 1/4	13 1/2	+ 1/4
Nat. Union Radio	3	2 3/4	3	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	11 3/4	13

Vanderbilt Completes Pic

Cornelius Vanderbilt, Jr., recently completed his eight-reel color film "Europe—1949." It is a remarkable photographic survey of post war Europe highlighted by a commentary by Mr. Vanderbilt. A six-month nationwide lecture tour has been arranged.

RCA INSTITUTES, INC.
A Service of
Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Our graduates have
1st Class Telephone License.
Address Inquiries to
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RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y

WW, Benny, Lux Theater Lead Pulse Ratings

(Continued from Page 1)

Benny with 16.5 and "Lux Theater" with 14.4.

The remaining Pulse ratings for September follow:

Suspense	12.3
Louella Parson	11.7
Godfrey's Talent Scouts	11.5
Stop the Music	11.4
Inner Sanctum	10.9
My Friend Irma	10.5
Call the Police	10.4
Daytime—5-a-week Program Average Rating	
Our Gal Sunday	7.2
Ma Perkins	7.2
Helen Trent	7.0
Big Sister	7.0
Robert Q. Lewis	6.9
Young Widder Brown	6.6
Grand Slam	6.5
Rosemary	6.5
Young Dr. Malone	6.5
Guiding Light	6.5
Backstage Wife	6.5
Stella Dallas	6.5
Lorenzo Jones	6.5
Saturday & Sunday Daytime	
Giants vs. Brooklyn (Sat.)	10.0
Giants vs. Brooklyn (Sun.)	9.8
Yankees vs. Washington (Sat.)	7.9
Yankees vs. Washington (Sun.)	7.7
The Shadow	6.7
Grand Central Station	6.3
Theater of Today	6.2
Junior Miss	6.0
Make Believe Ballroom (Sat. A.M.)	5.8
Let's Pretend	5.3

Radio listening in New York, according to Pulse, Inc., increased throughout the week in September as compared to August. "This is a normal development caused by several factors: the closing of the vacation period and the return of 'name' programs as well as the continued popularity of summer leaders such as baseball," Pulse said.

Bradley Heads Promotion Of Crosley Distrib. Corp.

(Continued from Page 1)

turn to activities on the West Coast.

Bradley was formerly assistant to the General Manager of Vogue Pattern Division of The Conde Nast Publications, Inc. He was an executive of the Merchandising and Market-Research Departments and on the Television Committee of Newell-Emmett Company, New York advertising firm, for four years.

Carpenter To Manage WABI

Bangor, Maine—Murray Carpenter has been named general manager and treasurer of the company operating WABI, Bangor, Maine, F. B. Simpson, owner of the station, announced this week. Carpenter comes to Bangor from WPOR, Portland, which he helped to establish in 1946 and which he managed until two weeks ago. Prior to then he was associated with the Compton Agency in New York.

ANA Meet Next Week Will Be Closed To Press

(Continued from Page 1)

however, will be made available to the press, the announcement added. Among the speakers scheduled to address the "open meetings of radio and television group" will be W. N. Connolly, advertising manager of S. C. Johnson & Son, Inc.; Hugh M. Beville, Jr., director of research at NBC; William C. Gittinger, v-p in charge of sales at CBS; Robert S. Peare, v-p of General Electric Co.; Sylvester L. Weaver, Jr., v-p in charge of television at NBC; George L. Moscovics, manager of television sales development at CBS; Thomas H. Brown, Jr., v-p of C. E. Hooper, Inc., and I. W. Digges, ANA counsel.

New Eddie Albert Show To Preem Over NBC

(Continued from Page 1)

in informal style, featuring songs, anecdotes and occasional guests. Music will be by "The Playboys," instrumental trio composed of Arlo Holts, organist; Morton Lippman, pianist, and John Smith, guitarist.

The show will be produced and directed by Bob Wamboldt. Jack Wilson will write the scripts for the program.

COMING and GOING

O. B. HANSON, vice-president and chief engineer at NBC, and GEORGE NIXON, manager of engineering development for the network, left town yesterday for two days in Washington, D. C.

MURRAY GRABHORN, American network vice-president and manager of the web's owned-and-operated stations, on Saturday will go out to Wilkes-Barre, Pa., where he will deliver a luncheon address at the First Annual Northeastern Pennsylvania Advertising and Sales Promotion Conference.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and GORDON GRAY, vice-president of the station, are in New York.

MICHAEL H. FROELICH, vice-president of the Ziff-Davis Publishing Co., has left on a two-week trip to Los Angeles, where he has conferences scheduled at radio stations and film studios.

HARRISON WOOD, American network commentator, is in Toronto, where today he will be the principal speaker at the dinner given by the Canadian Trucking Association in the Royal York Hotel.

TED CAMPEAU, president of CKLW, Detroit and Windsor, is in New York for the meeting of the Mutual network's board of directors.

ERNEST TRUEX, actor, has arrived from Detroit to begin rehearsals for his new television series which will bow on WPIX Oct. 13 under the sponsorship of the Gimbel department store.

WINNIE GARRETT, video artist, will arrive today from Montreal.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal, the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost!

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

French Radio Expands Int'l Goodwill Net

(Continued from Page 1)

than 200 stations in the Western Hemisphere, including the United States, Canada, Alaska, Hawaii, Puerto Rico and Panama. The exchange arrangements were carried out by the French Broadcasting System in North America, under the supervision of its director, Pierre Crenesse.

Prepared In 25 Languages

The Paris-transcribed programs now being carried by members of the I.G.N. have been prepared in 25 languages for broadcast in Europe, Asia, Central and South America, Africa, Australia, and New Zealand. They include the following programs: "Five Centuries of French Music," "Songs of France," "Gay Paris," "Hot Music from France," and "Disc Jockeys of Paris." The roster of The International Goodwill Network has been increased to include the following countries broadcasting these programs in their native languages: Haiti, Hong-Kong, Yugoslavia, Israel, Greece, Germany, Italy, Mozambique, Syria, Lebanon, Sweden, Chile, Ecuador, Brazil, Poland, Egypt, Uruguay, Colombia, Hungary, Portugal, Holland, Australia, Denmark, Austria, Republics of Central America, and the Belgian Congo.

"We of Radio Diffusion Francaise," said Crenesse, "are glad to welcome our new member-countries to The International Goodwill Network. We sincerely believe a great step has been taken toward lasting Peace, for International Radio is a necessary part of the great plan for World Unity."

KPRC, Houston, Newsmen Cover Gulf Hurricane

(Continued from Page 1)

Bill Whitmore and David Willis, and engineer Paul Madeley, set up a special remote headquarters at Galveston.

Meanwhile, at KPRC here, another news crew headed by Bill Sprague gathered storm bulletins from the weather bureau, police and fire departments, and refugee evacuation centers, remaining on the air throughout the night, as did most other Houston stations. The station firmly rejected an offer by a local advertising agency to sponsor the hurricane bulletins. The client was a builder of concrete houses.

Woolley To Address Alabama Broadcasters

Tuscaloosa, Ala.—Easton C. Woolley, NBC's director of stations departments, will address the luncheon meeting of the Alabama Broadcasters Assn., here today.

He will speak on the subject of "The Case For Radio."

Nielsen Warns AAAA Meet Against Selling Radio Short

(Continued from Page 1)

day in the Hotel Roosevelt, New York.

"The danger to you, as I see it," Nielsen said, "is not so much that you may overlook the opportunities offered by television as that you may turn your backs on radio without justification. . . . Television, while showing a rapid rate of growth, has not yet attained more than a very small fraction of the distribution shown for radio homes. . . . Radio, as an advertising medium, has been strengthened not only by the increase in the number of radio homes but also by the increases which have occurred (as shown by Nielsen Radio Index) in the number of hours of listening per home per day."

Cites Home-Hours Increase

Nielsen pointed out that the number of home-hours of radio usage per day has increased 53% since 1943. He continued: "While it seems inevitable that television will reduce radio listening in the homes where it is installed, statistics from Nielsen Radio and Television Services show clearly that the advent of television is creating a substantial increase in the total advertising opportunity made available by the broadcasting industry. . . ."

He conceded that television has "inevitably" created a decline in metropolitan listening, but declared that "radio remains strong in medium-size cities and in small towns and rural areas. . . . It is well to keep in mind that small-town and rural homes comprise a substantial share of the total market for most products, that these markets are generally the most difficult to reach efficiently with advertising, and that these are the very markets in which the effectiveness of radio advertising is likely to be maintained at high levels for a long time to come."

Hooper Host

As A. C. Nielsen was holding forth yesterday at the Hotel Roosevelt, coincidentally, perhaps, C. E. Hooper was hosting a press luncheon a few blocks away at Pietro's restaurant.

Hooper took occasion to rebut a recent criticism by the head of the rival research firm, by saying that Nielsen, in taking certain Hooper reports to task, "was guilty of comparing apples and oranges." This was a point related to Hooper's main theme yesterday—that the radio industry needs a "uniform yardstick" for all broadcasting measurements.

Col. Records Names Lieberson Exec. V-P

(Continued from Page 1)

in the development of Columbia's classical catalog and has been closely identified with the introduction of Columbia's Long Playing Microgroove record. He was elected to the board of directors of the company in 1948.

Before joining Columbia Records, Lieberson was active in many phases of music as a composer, teacher, lecturer and writer. He has to his credit such works as the "Five Modern Painters" suite, incidental music for a puppet version of "Alice In Wonderland" and many other works including choral, chamber and piano compositions. His novel, "Three for Bedroom C," has just been sold as a motion picture. He wrote the screenplay for the film version of his book.

Banghart News Program Gets Wine Co. Sponsor

Italian-Swiss Colony, in behalf of its wine, has purchased WNBC's 6:00-6:15 p.m. "News with Kenneth Banghart," Tuesdays, Thursdays and Saturdays, for a 13-week period, it was announced yesterday by John C. Warren, sales manager of the station.

The contract, effective yesterday, was placed through Platt-Forbes, Inc., with Charles H. Philips as the NBC Spot Sales account executive.

RMA Technicians Meet Scheduled For Nov. 1-3

(Continued from Page 1)

Town Meetings Committee, has announced.

Local Sponsors Included

Local sponsors include the Electric Institute of Washington, 17 set and parts distributors in the area, and the Mid-Lantic Chapter, The Representatives.

Participants will include the new RMA president, Raymond C. Cosgrove and technical speakers who have proved highly popular at previous meetings. Cosgrove has invited Wayne Coy, chairman of the Federal Communications Commission, to appear with him on the program November 1.

Speakers Listed

On the first evening, John A. Meagher, television specialist, RCA Tube Department, will speak on the Composite Television Signal. On the second evening, Ringland W. Kreuger,—of American Phenolic Corporation—will discuss all phases of antennas, from their theory to impedence matching. On the third evening, John F. Rider—of John F. Rider Publications—will talk on Television Service in the Shop and the Necessary Test Equipment. Also on the program will be Anthony "Tony" Wright, chief engineer of The Magnavox Company. He will present a talk on "Television Service in the Home with Existing Test Equipment."

CBC Board To Discuss Canadian TV Situation

(Continued from Page 1)

he did not know immediately the name of the Canadian Marconi Company's "associate."

It was learned that the company, operator of station CFCF in Montreal, is still negotiating with a firm interested in the development of television in Montreal. If the negotiations are not concluded successfully the application will be dropped.

The board last dealt with applications for television licenses at a spring meeting. At that time, Canadian Marconi Company and CKAC, operated by La Presse Publishing Company, applied for Montreal television licenses.

Four Others Apply

Four similar applications came from Toronto-stations CKEY, and CFRB, Famous Players Canadian Corporation Limited, and Al Leary, formerly connected with CHUM.

The CBC itself plans to begin work on television stations in Montreal and Toronto as soon as it obtains $4,500,000 from the government to help meet initial development costs. The amount is in supplementary estimates now before the Commons.

The Winnipeg meeting also will be asked by the Canadian Marconi Company to review separate programming operations over station CFCF-FM. The company's frequency modulation station was given permission several months ago to carry, on an experimental basis, different programs on the FM outlet than it carries on its regular amplitude modulation outlet.

'Mother Knows Best' To Debut On WCBS

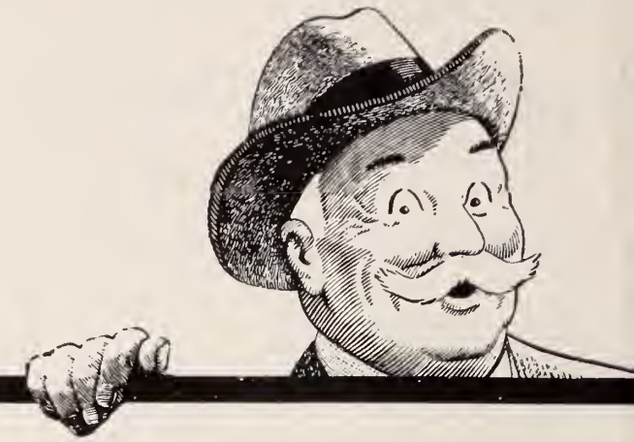
"Mother Knows Best," new Saturday audience participation series featuring Warren Hull as emcee, will debut over Station WCBS, New York, Oct. 8 under the sponsorship of The Kellogg Company, Battle Creek, Michigan.

The program, a Columbia Pacific Network feature last season, will continue to be heard on the CPN as well as WCBS this year.

Assisting Hull on the show is Isabella Beach, Food Editor of the New York Journal American. Contralto Ruth Reynolds is featured in the show's musical highlights along with the music of organist John Klein. Agency is Kenyon & Eckhardt, Inc.

Lindlahr Book In Braille

"Eat and Reduce," the best-seller by Victor H. Lindlahr, food commentator for the ABC network, is being translated into Braille by the New York Public Library for the Blind. The book has already been translated into French, German and Spanish, and holds the record for the all-time best-seller of American Books in South America.



Today these stations are reaching more people, with more money to spend for their spot advertisers' products and services than ever before....

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO



EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

LOS ANGELES

TELEFUNKEN Records, (Capitol Records, Inc.) teed off a new program on Metro's FM station KMGM Sunday, October 2nd. Record outfit and station are natural combination, diskeries classical sides being typical FM fare.

Jeanne Gray, woman commentator of "The Woman's Voice" heard over KMPC, has received the honor of being named one of the 24 outstanding Los Angeles business women, in commemoration of National Business Women's Week.

Bob Hope will make four personal appearances in Canada and the U.S. following his regular NBC program, Oct. 11. On Oct. 12 he will appear at the Maple Leaf Gardens, Toronto, Canada, on Oct. 13, at the Ottawa Civic Auditorium, Oct. 14, at the Forum in Montreal, and Oct. 15, in Buffalo, N. Y. He will return to Hollywood for his radio show of Oct. 17.

Eleven - year - old radio actress Anne Whitfield, who appeared on the NBC Theatre production of "Penrod" recently, celebrated her 660th network broadcast and the start of her fifth year in commercial radio with this show.

Defense Documentary Planned For ABC Web

(Continued from Page 1)

it was announced yesterday by U. S. Secretary of Defense Louis Johnson.

In describing the new public interest series, Johnson said: "This will be the initial network radio series produced by the Department of Defense to give the radio audience an opportunity to learn about the latest developments and accomplishments in the realm of national security."

The new series, planned for entertainment as well as for up-to-the-minute reports on American defenses, will have a diversified format. Each week, William Frye, assistant to the Secretary of Defense, will report on the latest developments in national military affairs. In addition, documentaries, some "live" and others recorded, and music of the armed forces will be presented.

New Technique Planned

The "documentary" spot contemplated for the program, the announcement stated, "promises to be such a new technique that the term 'documentary,' borrowed to describe it, falls short. A pure experiment in radio broadcasting, these episodes will take listeners into the world of the present and future of our armed services."

Planned for early presentation in the series are conversations with parachutists, jet plane pilots and the "guinea pigs" of the services who are working and testing the untried devices to be used in the future.



Windy City Wordage. . . !

● ● ● ROBERT JONES, formerly ABC Station Relations Manager in Chicago, and who before that handled a similar post with ABC in New York, will be the new General Manager of KRMG in Tulsa. The station is now under construction and will go on the air some time before January 1st. John Blair and Company will handle the national representation. Jones, who recently resigned as manager of WIRL, Peoria, will be host to a team of Blair executives, headed by Wells H. Barnett, Jr., Sales Development Manager, who will make a complete study of the station operation and the market. . . . Tommy Bartlett, emcee of NBC's "Welcome Travelers" show, presented a farm wife with a check for $20,000 on Friday for winning the "Name the Schmoo" contest conducted by Procter & Gamble, sponsor of the Bartlett show.

Chicago

☆ ☆ ☆ ☆

● ● ● CAESAR PETRILLO, WBBM Musical Director, together with the station's Modernaires, has recorded four tunes for Columbia Records. Caesar was also a guest when Arthur Godfrey broadcast his morning CBS show from the WBBM studios Friday morning. During the interview with Godfrey, the WBBM musical director also talked with Janette Davis, featured vocalist, via a two-way hook-up between the WBBM studios and New York. Janette is a former WBBM star and was featured on many programs here a few years ago. . . . The red-haired comic revealed during his Windy City trip that he had just signed the Chordettes, new femme vocal group, who will be heard regularly on both his AM and TV shows. Because there was no budget for the new group, both Janette and his vocal group took a cut in their weekly salaries to make a spot for Chordettes. The latter group is from Waukesha, Wisconsin. . . . After taking a color photo at the Chicago Tribune studios and meeting the press at his suite in the Ambassador Hotel suite, Godfrey enplaned for Detroit where he spent the weekend with the General Motors president. He really smokes his sponsor's product—Chesterfields.

☆ ☆ ☆ ☆

● ● ● BEN PARK, writer-producer of the prize-winning "It's Your Life" series broadcast locally over WMAQ, tells us that he will make tape recordings of the show available to stations throughout the country at $7.50 per program. . . . Chicago disc jockey Frann Weigle has a recording coming out this week on a London label which insiders believe may revolutionize the entire recording technique. Frann did all eight voices on the record. One side is the Hoagy Carmichael tune, "Rockin' Chair," and the other is an original ditty composed by Weigle, Hal Tate, Billy Milton, and Maxine Long. Bill Putnam, president of Universal Records, deserves credit for the sensational engineering feat of blending all eight voices so that it sounds like a combination of the Mills Brothers and the Ink Spots singing the number. . . . Members of the Chicago Radio Writers Guild are cordially invited to attend the Mystery Writers of America meeting which will be held at Riccardo's Saturday evening. Guest of honor will be Emmett Dedmon, book editor of the Chicago Sun-Times.

Takes KCBS Post

Appointment of William Cullenward as manager of Press Information of KCBS, Columbia-owned station in San Francisco, was announced yesterday. Cullenward formerly was promotion manager of the San Francisco Call-Bulletin, manager of the 'Frisco News Bureau of the Chicago Sun and News Bureau manager for Trans World Airlines.

New ET Series Planned

Arrangements have just been completed between John J. Anthony and Charles Michelson, Inc. for the production of a new 5-per-week, across the board quarter-hour transcribed series entitled "Your Problem, Please," featuring Anthony. The programs will be released for local sponsorship by the Michelson firm on October 17th.

SOUTHWEST

FRED NAHAS, exec veepee of KXYZ, Houston, is back from Hollywood where he completed arrangements for a flock of film-notables to make personal appearances at the Dec. 17th Shamrock Charity Bowl. Rice Stadium will be the scene of the tilt which will match the professional champion team against an all-star team of the All-American Conference.

The title, "Tomorrow's History," used for the Shell Oil across the board 6:15 p.m. news on KXYZ, Houston, gets further use when newscaster Fred Nahas expands his activities and becomes a regular columnist in the 15 Citizen Newspapers distributed to every home in Houston. Nahas takes on this additional chore to fill in his spare time while functioning as exec veepee of KXYZ, newscaster, chief barker of the Variety Club Houston Tent, and Ambassador at large for oil millionaire Glen McCarthy and the fabulous Shamrock Hotel.

Dave Rubinoff, violinist who is widely known for his air appearences, is scheduled to make series of personal appearances throughout the state opening at Wichita Falls, Nov. 15; Houston, Nov. 22; Orange, Nov. 23; San Antonio, Nov. 29, and Dallas, Dec. 2.

Tourists entering Mexico by private car may not take portable radios with them, according to an announcement made here by the Mexican Government Tourist Bureau. The portable radio may be declared at the border along with the auto. Any tourist who takes a radio with him will be expected to bring it back when he returns to this country. The ban on such radios heretofore in effect was intended to prevent smuggling across the border. Tourists going by train, airplane and bus will not be permitted to carry radios across the border as there is no way for customs to check them.



TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 6, 1949 — TELEVISION DAILY is fully protected by register and copyright

SAG HINTS WITHDRAWAL FROM 4-A

TELE TOPICS

IN ITS ATTEMPT to bring viewers a glimpse of the legitimate theater, "Tonite On Broadway" succeeds admirably. To accomplish this the program uses a reportorial approach which manages to get across the glamor and excitement of the stage. This very approach, however, does not bring the show off to best advantage. On the opener on CBS this week were three numbers from the hit revue, "Lend An Ear." All brought refreshing new entertainment into the living room and were very effective trailers for the show. But because the cameras were merely reporting on the entertainment offered by another medium the show was not presented as well as it might have been in a studio. Such a move, however, would entail virtually insurmountable problems such as the cost of moving scenery, etc. Pickups, therefore, had to be remotes, and under the circumstances producer-director Martin Gosch turned in a fine job. . . . While speeches in the middle of a show are not exemplary programming, the intermission talks by Dick Walsh, IA prexy; Richard Rodgers, and Esso chief M. J. Rathbone were explanatory and happily brief. . . . John Mason Brown is the commentator and Robert Sylvester does adaptations. Esso animated commercials neatly combined entertainment and sales plug. Marschalk & Pratt is the agency.

●

FRANK MULLEN, former NBC veepee and now consultant for WPIX, will represent Jerry Fairbanks Productions in this week's meetings between TV film producers and the AFM. Mullen will have full authority, Fairbanks said, to act for the film company in discussions of wage scales for musicians recording for video films. . . . ABC has taken first option for AM and TV on Roger Kay's new comedy series, "Everything For Angela," starring Mady Christians. . . . Pulse, Inc., will publish future editions of its New York video audience report in a pocket size edition. . . . John Facenda, Philadelphia newsman, has started a new series on WCAU-TV for Bonafide Construction Co., through Gresh & Kramer agency.

●

TBA ESTIMATES a total audience of between 17 and 20 million viewers for the World's Series, based on an estimated 2,000,000 receivers in the 29 cities carrying the games, with an average of eight to ten persons per set. . . . Most nebulous tie-in of the week has the Three Flames, sensational vocal and instrumental group, doing a guest shot on WPIX Saturday nite in connection with Fire Prevention Week. According to the WPIX handout, their appearance was arranged through the N. Y. Fire Department division of fire prevention.

Raytheon Plea Warns Of Relay 'Monopoly'

Washington—With most of the major interested parties asking for postponement, Raytheon this week called upon the FCC to make it clear that it does not plan to award the American Telephone and Telegraph Company "an illegal monopoly" in intercity TV relaying. The company is anxious to go ahead with its own private plans for TV relay, it said, pointing out that its equipment is already in use between Cincinnati and Dayton.

Philco, DuMont and TBA all asked for delay of the due date for their comments, asking continuance from Monday of this week to October 24.

Raytheon was alarmed at a Commission statement last month warning that TV relay will eventually be an operation for common carriers and that others interested in manufacturing relay equipment or setting up a system would do well to plan for early amortization of their investment. Instead, said Raytheon, let it now be understood that "all of the frequencies now available for common carrier or for private TV intercity relay be made available for assignment to both types of service in the discretion of the Commission on an individual case basis."

The Commission proposal looking toward eventual closing out of private relay facilities "is a very serious finding," said Raytheon, calling for assurance from the Commission that it will not aid in the consummation of the "monopolistic intent" of the Bell System.

Film Theater 'Series' Draws Near Capacity

More than 3,500 cheering baseball fans comfortably seated in Brooklyn's Fabian Fox Theater saw the first game of the World Series on the silver screen of the 4,060-seat movie house via television. The audience included a goodly number of exhibitors, radio and video officials studying reception and reaction to the show.

During the first few innings of the game, the image was received via microwave relay from the AT&T Building to the theater, but when bugs appeared in this reception, a switch was made to an off-the-air pickup from DuMont's WABD. The latter picture had newsreel quality.

Chicago—With 2,300 viewers practically filling the 2,600-seat State-Lake Theater of B. & K., theater television was inaugurated here yesterday with the World Series as the featured attraction.

Boston—Bostonians, despite their disappointment at the failure of their Red Sox to cop the pennant, filled two-thirds of the 1,800-seat Pilgrim Theater to witness the World Series via video.

Scranton, Pa. — Instantaneous showing of the World Series via television was featured here yesterday at the West Side Theater, a Comerford-Publix house. The 1,800-seat theater was more than half filled by the 1,050 patrons who paid 30 cents each for the privilege, all proceeds going to charity.

CBS-Type Color-Video Set To Sell For $220—Goldmark

(Continued from Page 1)

mark said, on technical analysis and on the basis of RCA testimony, "appear to me to present enormous problems which must be solved within reasonable limits of cost and operating dependability."

"If either RCA or CTI can demonstrate that they have found satisfactory solutions at reasonable cost to all the problems which seem to confront their system," he added, "I assure you I will be the first to congratulate them. My position in this matter is made considerably more difficult because of the fact that the RCA presentation hinted at no problem in the system whatsoever. Since RCA failed to point out its own potential problems—even those concerning which the Commission notice called for information—I think it may be helpful to the Commission if I attempt to point them out."

Explains System

Enumerating the advantages of the operating CBS color system, Goldmark noted that the Columbia system "is not inherently either a mechanical or an all-electronic system. It may be either or it may be a combination of both, depending on the apparatus which is found most desirable to use."

Says It Will Not Be Forced Into TV Authority

The Screen Actors Guild yesterday announced that it will refuse to allow its members "to be forced to join a new union and pay additional dues in order to work in motion pictures used in television." The union also notified other members of the AAAA that it "will fight on all fronts against a proposed raid on the Guild's film jurisdiction."

Statement was read into the minutes of a meeting of the AAAA international board early yesterday morning as the day and night session recessed indefinitely.

SAG said that if AAAA went along with present plans and established the proposed Television Authority with jurisdiction over films, SAG would probably withdraw from the parent organization.

SAG appealed to the live talent unions not to declare jurisdictional war against the motion picture talent unions, and offered to make an agreement for (1) complete cooperation with any existing talent union selected to handle live shows, and (2) complete membership interchangeability for television so that no member of any talent union would be required to pay additional dues in order to work in either live TV or films made for tele.

In a vigorous attack on the basic concept of a "Television Authority," which it declared to be "aptly named," the Guild statement said the Guild "sees clearly an attempt to build a new empire wielding control over all actors."

SAG ended its statement with a warning that if the other talent unions should reject its offer of cooperation and interchangeability and should seek to take from the Guild part of its motion picture jurisdiction in order to give it to the proposed new union, "Television Authority," the Guild would:

"1. Marshal its full strength and that of all its members, including all motion picture stars, to resist the raid on the Guild jurisdiction.

"2. Wage an all-out campaign to expose the pitfalls toward which all performers are being led through creation of the proposed new union Television Authority.

"3. Refuse to obey any orders of the Four-A's Board that are based on an attempt to split the Guild's jurisdiction and infringe on the Guild's contractual responsibilities to its members and their employers.

"4. Make whatever alliances the Guild deems necessary to defend the rights of its members in the field of motion pictures.

"5. Reserve its right to ask the Guild membership to instruct the Guild's Board of Directors as to whether the members desire SAG to continue as a branch of the Four-A's."

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

WHERE ARE YOU BLUE EYES?
Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY— PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

A Beautiful Lullaby!
HUSH LITTLE DARLIN'
MICHAEL MUSIC CO., INC.
1619 Broadway New York, N. Y.

Terrific in England!
"IN A SHADY NOOK" (By A Babbling Brook)
STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITY

THAT LUCKY OLD SUN
recorded and featured by
BOB HOUSTON .....M-G-M
FRANKIE LAINE .....Mercury
DEAN MARTIN .....Capitol
VAUGHN MONROE .....Victor
SARAH VAUGHAN .....Columbia
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Several weeks ago this scribbler went all out on "That Lucky Old Sun," penned by two tunesters, Beasley Smith, musical director of WSM, Nashville, Tenn., and Haven Gillespie . . . the Robbins ditty has forged to the front so quickly that it climbed aboard the Hit Parade last Saturday in record time. . . . Abe Olman, Murray Baker and their staff rate a low bow for an ace promotion job. . . . ● Composer Elmo Russ has written a play, "7-0-6-3 Zero," which will be presented by Thalia and Mel Pommany at the St. Francis Xavier Theater in New York, Oct. 20 and 21 . . . theme is based on Atomic Power. . . . ● "Kishwaukee Jack" Harmer, one of the stem's best-liked contactmen, is back on the big apple after a year in Hollywood . . . he's still touting 'Uncle' Will Rossiter's catalogue with special emphasis on "You Haven't Changed," penned by W. R. Williams. . . . ● Arthur Henley, scripter for the past three years of the NBC Cupid series, "Honeymoon In New York," will soon take a personal interest in this Honeymoon business he's been hearing (and writing about) . . . the gal's name is Janet Radskin and she's with Musical Artists, Inc. . . . ● Bill Harrington, vocal star of the Hit Parade, will make personal appearances at Frank Dailey's Meadowbrook Club, Oct. 14th, 15th and 16th. . . .

☆ ☆ ☆ ☆

● ● ● THE TREND to cut down large orchestras that Benny Goodman and Artie Shaw effected several years ago, continues with Alvino Rey and Sam Donohue following suit. . . . ● "The Enchanting Touch" of Teri Josefovitz is now a nitely feature at Doran's in Bronxville. . . . ● You first read about the song in this pillar . . . we're talking about the new Rytvoc Music smash titled, "If I Had A Million Dollars," which is busting out all over due to the tremendous Columbia platter, waxed by Tony Pastor. . . . ● Tedd Lawrence has switched his disk jockeying from WLIB to WINS. . . . ● Give yourself a musical treat and listen this Saturday at 6:30 P.M. EST, to Abram Chasin's "Period Suite" which will be preemed by the NBC Symphony Orchestra, conducted by Milton Katims. . . . ● Eddie Chase, CKLW deejay, has acquired six washboards used by his band and autographed by Spike Jones, which Eddie will give away next week (the tie-in song will probably be "Don't Cry Joe" (lather go lather go lather go). . . . ● To us the new Laurel Music number, "Give Me Your Hand," cleffed by Dorothy Stewart, is a combination of "Oh, Promise Me" and "Because." . . . The beautiful composition should take its place up there with the standards. . . . ● WHOM staffers Ralph Constantine and Harry Cooper have collabbed on a song titled, "Funny About A Dame." (Now all they have to do is get it published.) . . . ● An ET, plugging the sale of Christmas Seals, has just been cut with Hu Chain, scripter and producer, Raymond Massey, narrator, and Ben Ludlow, composer of special original music and conductor. . . .

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Columbia should do well with the new Frankie Carle pairing of "Vieni Su" and "I Want You To Want Me." . . . Thrush Marjorie Hughes comes up with a smooth vocal effort on both sides resulting in a biscuit that deejays and juke box ops will latch on to. . . . ● Snooky Lanson has been signed to warble on London Records. . . . Beasley Smith will handle the orchestral chores for the Nashville lark. . . . ● A local disk jockey happened across an old Lee Morse platter of "Careless Love" and spinned it several times . . . result was a tied-up switchboard and a Decca re-issue of the platter. . . . ● Radiolite Merrill Joel's narration for the new kidisks, "Peter and the Wolf," "Nutcracker Suite" and "The Nightingale and the Tin Soldier" (Magic Tone Records) is story-telling at its best. . . . ● Deejay Don Larkin of WAAT, is one of the writers of the ditty, "The Game Of Broken Hearts," which is making so much noise for the new platter firm, Dart Records.

PLUG TUNES

Climbing Fast!
I DON'T SEE ME IN YOUR EYES ANYMORE
Laurel Music Co.
1619 Broadway New York City

SOME DAY
(You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—◆ ◆—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 5 NEW YORK, FRIDAY, OCTOBER 7, 1949 TEN CENTS

SPOT SPOKESMAN HITS P. I. DEALS

CBS Demonstrates Color-On-Network

Washington Bureau of RADIO DAILY

Washington—CBS demonstrated a sample color video network to the FCC yesterday, sending color pictures over a 470-mile circuit with little or no loss in quality. Using existing facilities between Washington, Baltimore and New York, the web used microwave relay on the leg to Baltimore and the AT&T coaxial cable to New York.

The FCC viewed the CBS demonstration in a large ballroom of the Carlton Hotel. The programs originated in a studio setup in a parlor

(Continued on Page 7)

Several Bidders Of Record For WHOM In N. Y. C.

Although several offers have been made for the physical equipment and wave length of WHOM, New York Italian language station, no deal has yet been consummated for the station, according to Gene Pope, general manager of the station. The Pope interests recently acquired WINS, the Crosley 50,000 watter in New York, and plan to switch the WHOM call letters to WINS if the deal is sanctioned by the FCC.

Lou Holtz Disc Series Sold To Twelve Stations

Charles Michelson, Inc. has been named to handle distribution of the five-minute transcribed comedy series, "The Lou Holtz Laugh Club," which has been ordered by twelve stations to date.

The initial station list: KPHO, Phoenix, Ariz.; WLAD, Danbury, Conn.; KOWL, Santa Monica, Cal.;

(Continued on Page 3)

Polio Contribution

Louisville, Ky.—WHAS presented the National Foundation for Infantile Paralysis with a $12,746.17 check representing contributions made by listeners to a "Polio Dollar Day" recently conducted by the station. The presentation was made by Victor A. Sholis, director of WHAS, to Warren Coss, director of fund-raising for the Foundation.

TV Trouble

Eddie McClarence, Brooklyn baseball fan, turned up at the Yankee Stadium for the Yankees-Dodger game yesterday carrying a portable TV receiver. McClarence had picture trouble from his seat high in the left field reserved section and ended up watching the game without benefit of video. He later traded the receiver for two tickets to the Saturday game at Ebbet's Field.

Reserve Judgment On BMB, Brorby Asks

Reporting on the present status of the Broadcast Measurement Bureau at Wednesday's 4-A Eastern Council meeting in New York, Melvin Brorby, vice-president of Needham, Louis & Brorby, and a BMB director, declared that " . . . any doubting Thomases should obviously wait until they see Study Number 2 before coming to any further conclusion about BMB's future."

He continued: "Before anybody

(Continued on Page 2)

New Variety Show Sold To Kellogg Co. On WCBS

A new audience participation show, "Mother Knows Best," will start on WCBS, New York, Oct. 8, 5:30-6 p.m., on behalf of the Kellogg Co., of Battle Creek, Mich.

Warren Hull will serve as mc of the show, which combines variety with a telephone giveaway twist. Kenyon & Eckhardt is the agency.

NARSR President Tells Broadcasters That Cut Rates And Per Inquiry Deals Are Poor Business

Birmingham, Ala. — Radio stations that will stay in business, now that the broadcast industry has reached maturity and faces a radical period of growth and change, are "the ones that provide the best programs and operate under the best business principles," Frank M. Headley,

(Continued on Page 3)

Would Abolish Fees On Canada Receivers

Montreal—Abolition of radio license fees was advocated in the Canadian House of Commons by Don Brown, Liberal member for Essex West.

Brown said the present method of collecting the money to operate the CBC is unequal, unfair and unjust. He quoted statistics which he said show that between one-

(Continued on Page 3)

Bakery Signs "Ranger" On ABC Regional Net

American Bakeries Company of Atlanta, Ga., marking its first use of a regional tele network, will sponsor the ABC telecast of the "Lone Ranger" over five stations in the Southeast under a 104-week contract starting immediately.

In mid-1949, the American

(Continued on Page 2)

Cites FCC Restrictions On Non-Profit Stations

Urbana-Champaign, Ill. — Total broadcasting time of non-commercial stations in the U. S. amounts to only one per cent of the total com-

(Continued on Page 2)

BMI's Kaye To Talk At Radio Institute

New Brunswick, N. J.—Sydney M. Kaye, vice-president and general counsel of Broadcast Music, Inc., will be the principal speaker at the banquet tonight of the second annual Radio Institute, being held by the New Jersey Broadcasters' Assn. on the Rutgers University campus.

Sixty broadcasters are attending the parley, which opens this afternoon and will conclude with a lun-

(Continued on Page 3)

Special Columbus Day Program Set By ABC

A special public interest program, "They Met the Boat," starring Robert Young and Linda Darnell in the title roles of Christopher Columbus and Queen Isabella of Spain, respectively, will be broadcast by ABC

(Continued on Page 2)

Thornburgh Is Optimistic About Radio-TV Business

Declaring that radio will justify its rates for many years to come, Donald Thornburgh, president of WCAU, Philadelphia, told the Radio Executives Club at the Hotel Roosevelt yesterday that medium would have a profitable year despite the inroads of television.

"I'm optimistic about business both in the radio and television fields," Thornburgh said. Radio will continue to be profitable and some television stations should be showing a profit within the next twelve months.

Thornburgh declared radio has been given a stimulent the past months by the shift of names and programs on the networks. He also pointed to the heavy web billings for fall and winter and said that major independent stations throughout the country had experienced a

(Continued on Page 3)

Benefit Meet Today

The production committee for the 16th annual "Night of Stars" will hold its first meeting today at 4 p.m. in the Paramount board room, 1501 Broadway, New York, under the chairmanship of James Sauter. Proceeds of the "Night of Stars" benefit show, to be held in Madison Square Garden on Nov. 14, will go to the United Jewish Appeal.

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WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(*October 6*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7¾	7⅝	7⅝	— ⅛
Admiral Corp.	26⅛	25¼	25⅜	— ⅜
Am. Tel. & Tel.	143⅜	143⅛	143¼	+ ¼
CBS A	22¼	22	22	— ½
CBS B	22⅛	22⅛	22⅛	+ ⅛
Philco	32⅜	31½	31¾	— ⅜
RCA Common	12½	12⅜	12⅜	— ⅛
RCA 1st pfd.	73⅝	73	73	— ½
Stewart-Warner	12⅝	12⅝	12⅝	....
Westinghouse	26½	26⅛	26¼	+ ⅛
Westinghouse pfd.	97½	97½	97½	— ½
Zenith Radio	28¾	28¼	28¼	— ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13⅝	13⅝	13⅝	+ ⅛
Nat. Union Radio	3	2¾	2¾	— ¼

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	11¾	13

Cites FCC Restrictions On Non-Profit Stations

(Continued from Page 1)

mercial time on the air, according to Dallas W. Smythe, professor of economics at the University of Illinois, and member of the university's Institute of Communications Research.

Smythe blames this situation "primarily" on "FCC restrictions." His views are stated in an inventory of radio programming by educational broadcasters, based on a survey of activities by members of the National Assn. of Educational Broadcasters. Among other restrictions, aside from time limitations, he cited the fact that no educational broadcaster is licensed to use more than 5-kw of power.

Series In Spanish

A play-by-play account in Spanish of the World Series "beisbol" classic is being sent to Latin America via shortwave by a team of Puerto Rican broadcasters, Rene Canizares and Cuco Conde. The broadcasts are going to Puerto Rico, Cuba, Santo Domingo, and the other Spanish-speaking islands. They will continue throughout the Series.

Bakery Signs "Ranger" On ABC Regional Net

(Continued from Page 1)

Bakeries Company made its initial entry into the regional radio network field sponsoring the ABC broadcasts of the "Lone Ranger" thrice weekly, over 36 stations on ABC's Southeastern network. Previously, the company had confined its use of radio to the spot field, which it continues to use in certain markets.

The American Bakeries-sponsored telecasts of the show will be seen over WSB-TV, Atlanta; WAFM-TV, Birmingham; WMBR-TV, Jacksonville; WDSU-TV, New Orleans; WTVJ, Miami.

Tucker Wayne & Company of Atlanta, is the agency.

Harold B. Morrill

Lawrence, Mass.—Harold B. Morrill, general manager of WLAW, Lawrence, Mass., died Wednesday at his home in Arlington, Mass., following an attack of coronary thrombosis. He would have reached his 55th birthday on October 11. Identified with the radio broadcasting industry since 1919, Mr. Morrill had been associated with the Hildreth & Rogers Company, owners and operators of the station, for the past 27 years, serving also as secretary of the corporation. He played a prominent part in the establishment of WLAW which went on the air originally on December 17, 1937, and succeeded Irving E. Rogers as general manager in August, 1946.

Gaylord Durham

Hollywood—Funeral services were conducted at 2:00 p.m., Oct. 5, at the Fillbach Funeral Home, Burbank, for Gaylord "Gene" Durham, 51, who died of a heart attack at his home, Los Angeles, last Saturday night. Cremation followed the funeral rites.

Durham, with ABC for the past two years, most recently in the capacity of a KECA-TV transmitter engineer, formerly was with NBC-Hollywood, and KFSD, San Diego.

Cancer Program On ABC-TV

"A Visit With The Children," educational-fund-raising film about cancer in children, will appear at 9:00 p.m. over ABC television network on Sunday, October 9. The film was narrated by Raymond Massey, photographed for Memorial Hospital Center, and produced by Evan J. Anton Productions, Ltd.

Reserve Judgment On BMB, Brorby Asks

(Continued from Page 1)

can answer the question of what will become of BMB in the future, somebody has to supply the answer as to how many additional broadcasters will support BMB if they clearly enough understand how much it is needed, and if they themselves have full confidence in its findings.

"Apparently Dr. Baker's conservative, frank handling of BMB problems at NAB meetings is helping to build that confidence. But new subscriptions are slow in coming in. I will not say too much here about the tri-partite nature of the organization. . . , In whatever form BMB is continued (however) the principle of cooperative research with tripartite participation should be preserved."

Offers Two Suggestions

Brorby offered two suggestions on what might be done between now and Nov. 14, one to agencies, and the other to broadcasters: "To the agencies, I suggest that you in the research departments get together with your time buyers and with your own agency managements and make your opinion on the need for BMB very plain to the broadcasting industry.

"For the broadcasters I have this suggestion—do not take definite action one way or another on BMB at your Nov. 14 meeting. Wait until Study No. 2 has been published." He suggested at that point the naming of a committee representing agencies, advertisers, and broadcasters, "to study the current facts of BMB and make a recommendation about its future."

Special Columbus Day Program Set By ABC

(Continued from Page 1)

on Oct. 9, 7:30 p.m., EST, in observance of Columbus Day (Oct. 12).

The half-hour drama will be presented by the web's Public Affairs Department in cooperation with the Arrow Committee which was established to help rehabilitate the Indian Nations. Members of the Committee include Eddie Cantor, Congressman Franklin D. Roosevelt, Jr., AFL president William Green and former secretary of War Patrick J. Hurley. The radio program script will be written by Arnold Marquis.

Nehru Talk At Columbia To Be MBS Exclusive

The first major address in this country by Pandit Nehru, India's prime minister, will be aired exclusively by Mutual on Oct. 17, 10-10:30 p.m.

Nehru, who will speak at Columbia University in New York after receiving an honorary degree, will be introduced by General Dwight D. Eisenhower, president of Columbia. The Indian statesman is due in the U. S. on Tuesday.



Attention-Getters

These cute Siamese kittens got plenty of attention recently when they made their first appearance in a cat show. We show them here to get *your* attention, so we can make a point about the attention advertisers get over Radio Station W-I-T-H in Baltimore.

They get plenty, too—at real bargain rates! You see, W-I-T-H produces more listeners-per-dollar than any other station in town. This means that you can accomplish BIG things in this rich market with very LITTLE money.

If W-I-T-H isn't already on your list, and if you're looking for low-cost results, call in your Headley-Reed man today and get the whole W-I-T-H story.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Thornburgh, At REC, Sees Business Good

(Continued from Page 1)

peak volume of spot business this year.

Turning to television, Thornburgh said TV is in the proving stage. He forecast that the continued growth of the television audience and the extension of the coaxial cables would put some TV stations in the profit column within the next year.



THORNBURGH

The speaker, surveying the television outlook in Hollywood, spoke of the reluctance of some of the radio and movie names to get into video at this time. He cited Jack Benny, Edgar Bergen and Bing Crosby as three important radio names who have been showing some hesitancy about getting into TV.

Phillip Willkie, son of the late Wendell Willkie, was also heard at the luncheon. Willkie, a representative in the Indiana state legislature, gave the REC membership an insight into his political thinking.

John Karol, president of REC, announced that the next luncheon meeting on October 20 would be a television session with Richard Hubbell, TV consultant, presiding.

BMI's Kaye Will Talk At N. J. Radio Institute

(Continued from Page 1)

cheon on Saturday. Members of the Program Clinic panel are J. McCulley, WSNJ, Bridgeton; Stephen van Gluck, WNJR, Newark, and Edwin Tucker, WKDN, Camden. Donald Meaney, WNJR, and Arnold Synderman, WKDN, will participate in the News Clinic panel.

WDHN and WCTC, both New Brunswick stations, will act as hosts at a reception preceding the meetings. On Saturday, Harry D. Goodwin, of WNJR, will serve as chairman of a research clinic at which presentations will be made by Dr. Sydney Roslow, of the Pulse, Inc., and Seymour Smith, of Advertest. This will be followed by a Sales Clinic panel, with Gene Milner, WCAP, Asbury Park; Fred Bernstein, WTTM, Trenton, and Robert Bell, of WCTC, participating.

Lou Holtz Disc Series Sold To Twelve Stations

(Continued from Page 1)

KEIO, Pocatello, Ia.; WIMS, Michigan City, Ind.; WHRV, Ann Arbor, Mich.; KLAS, Las Vegas, Nev.; WSRS, Cleveland Heights, O.; WCHA, Chambersburg, Pa.; KPRC, Houston, Tex.; WSSV, Petersburg, Va.; KREM, Spokane, Wash.

P. I. Deals Poor Business, Headley Tells Station Reps

(Continued from Page 1)

president of the National Assn. of Radio Station Representatives, said in a speech prepared for delivery today before a meeting here of the Alabama Broadcasters Assn.

In pointing out that broadcasting is nearly 30 years old and that it is time, therefore, "to put away childish things," Headley declared that "there is nothing to be afraid of." He cited the need for better salesmanship on the grounds that radio as a medium is to a large extent still untried.



HEADLEY

Headley decried the practices of some broadcasters to haggle over rates with advertisers, to accept P.I. business and free time deals or to offer lower local rates than those for national spot or network. "Grasping for business at less than card rates is juvenile, not the sign of a mature business," Headley asserted, adding that what the advertiser looks for first in a station is "character."

The NARSR president explained:

"The advertiser is a big man. He operates his business on the highest principles or it wouldn't endure, and he expects to do business with you on the highest business principles. He will not do business with you if you cut rates; once maybe, and then only the small advertiser and his advertising agency. But if you are subject to haggling, if you bill at rates and on terms that are not fully published, if you give one advertiser a rate or terms you do not give to all advertisers, you automatically cut yourself off from the high principled, large-size advertiser. Nothing is more important than the price. Everything that you have for sale should have its ticket, known to all, violated for none."

Calls P. I. An 'Epidemic'

Headley described the per-inquiry business as an "epidemic" and charged that "Slick operators are taking advantage of the fears you fostered for a few months of an approaching depression, and are organizing the P.I. business. If you have a legitimate broadcasting station, put on legitimate programs, perform a legitimate service, there is no reason why you should indulge in speculation for your sales volume. P.I. business is speculative. It is speculative in the quality of merchandise, the price charged, and the result that you get out of it. The worst effect is, of course, the undermining of your rate card. If you are willing to do business on a speculative basis with one advertiser, then all advertisers have a right to figure out some kind of a speculative deal. A P.I. deal may bring you in a fast dollar, but it is unlikely to contribute to a sound business.

"Can't we send out word now to the advertisers and agencies that we are grown up, and will no longer fall for their free time propositions. I was amazed when one of the big New York agencies recently mailed out a commercial script, asking you to put it on the air free of charge because they thought it was interesting, and because the advertiser spent some money on some stations for his other products."

Stresses Need For Research

In discussing the need for continued research, Headley said:

"We all recognize how unfortunate it is that some of our largest advertisers repeatedly tell us that they have no way of tracing their sales results to specific advertising media. They can't tell whether their sales are coming from magazine, newspaper, or radio advertising. So, they have to go on faith, and you can see how difficult it is to move the spending of millions from media that have produced, into the new broadcast medium, even though we have a great mass of evidence on our side. It is interesting to note that the products which are bought most often per week, which rely upon mass consumer advertising almost solely for their sales results, have allocated large appropriations for broadcast advertising. For example, cigarettes, soap and bread. So, we need every bit of evidence, of research material that we can get to trace cause and effect between broadcast advertising and producing sales."

Would Abolish Fees On Canada Receivers

(Continued from Page 1)

quarter and one-third of radio owners in Canada do not buy the $2.50 license.

The result was that the remaining two-thirds or three-quarters were paying for the upkeep of the national network.

Brown's idea was that the license fees be abolished and that the money to run the CBC be taken from federal revenue.

Wedding Bells

Bill Lipton, regular member of the CBS "Let's Pretend" cast for the past 11 years, will be married to Joan Abbrancati, writer at Young & Rubicam, on Oct. 15.

• faces • facts • figures • wins •



BUSHELS OF FUN

Jack Lacy is a specialist in selling grocery products. Everyday on BUSHELS OF FUN (12:30 to 1:00 P.M.) Lacy reaches and sells a large housewife audience at home, where the budget money is kept.

Call your WINS-CROSLEY sales office for participation availabilities . . . and while you're on the phone ask about the merchandising plus offered on BUSHELS OF FUN.

WINS 50KW NEW YORK

CROSLEY BROADCASTING CORPORATION



Fred Brokaw

...I know Fred Brokaw

You probably know him too if you are in this business. His many friends are really good friends. I guess it is not just because of his remarkable personality but because of his good, solid business sense.

I met him first a way back when he was a long, lanky, awkward freshman. We thought he was pretty good material for our fraternity up at Cornell. One night we invited him over for dinner just to "look him over". Later I planted myself in one of the upstairs studies. You see I was a senior then. As our boys were showing him the house they brought him in and conveniently disappeared. I asked Fred to sit down and after some discussion I had the honor of putting our pledge button on his lapel.

After he graduated he came to New York where I was already making progress in the advertising business. He asked me, "How do you get a job in this racket?" I objected to the name "racket" because I considered the business pretty important and liked to think it was a profession. I gave him the kind of advice a senior should give a freshman. Before I knew it he had a job selling magazine advertising. He made quite a name for himself and made friends who have never left him.

Then back early in 1933 I set up this radio representative business. Looking for the best man I could find, I took on Fred Brokaw. At first he was useless or worse. He couldn't seem to adjust himself to the lack of factual sales information that was characteristic of radio in those days. Then he came into my office one day and said, "I think I'll write an article about radio." I said, "You! You tell me you know nothing about radio." He wrote it and *sold* it to a national magazine. Among other letters one came from Deke Aylesworth, then president of N.B.C., inviting Fred to his office to meet John Royall, then in charge of programs. This probably helped Fred get his confidence, because from then on there was no question about his success in the broadcasting business.

I think most people in broadcasting know Fred Brokaw and share some of the feelings I have for him. We have been working together now for sixteen years. No man could have a more able, more agreeable, or more pleasant business partner.

Now Fred is going to Chicago to supervise our activities in the Middle West and West Coast. He is moving with his family and will make that his permanent home. I know he will be welcomed by his many old friends and soon make many new ones. He will have new responsibilities and new opportunities. Our vice-president Gar Packard will continue his very able work there as manager. I will miss Fred here in New York but his activities in Chicago, as resident partner, will balance our national organization. I know Fred Brokaw.

Paul H. Raymer



Paul H. Raymer Company, Inc.

RADIO AND TELEVISION ADVERTISING

New York Boston Detroit Chicago Hollywood San Francisco

CHICAGO

By HAL TATE

SEEN on Michigan Boulevard this past week were Bob Livingston, WBBM sales representative in New York City, and Wendell Campbell, general manager of KMOX-CBS in St. Louis.

Ben Park, producer of the "It's Your Life" show, announced the formation of The Documentary Company, a radio package producing and consulting service. Headed by Park, the concern plans to deal mainly with radio and television shows based on "real life" subject matter. Packages are now available for both radio and television. The "It's Your Life" show, produced by Park for the Chicago Industrial Health Association, and sponsored by Johnson & Johnson over WMAQ, is an example of "real life" subject matter. Don Herbert, co-producer and interviewer of "It's Your Life," has been named executive producer for this new company, and John Leonard, tape editor of "It's Your Life" will be a writer-producer for the firm.

Congratulations are in order for Mr. and Mrs. George Ramsby on the birth of a daughter, Heidi Lynn, born Monday, September 26 at St. Joseph Hospital. No lullaby problem in this family, as George is a staff musician and vocalist at WBBM.

Hundreds of letters are pouring into WBBM, in appreciation for the first broadcast of "Traffic Jam," first heard on Sept. 9. The program discusses Chicago's motoring problems and ways to improve it.

Send Birthday Greetings To—

October 7
Marjorie Carrall — Charles Pekor
Andy Devine — Frances Moore
Alfred Wallenstein — Harold Davis

October 8
Sherill Ellsworth — Tiny Ruffner
William N. Robson

October 9
Robert Armbruster — Bart McHugh
Walter Compton — Lee Wiley
John Guedel — Marge Louise Stein
Henry Hunter — John Jackaberry

October 10
Johnny Green — Charles Pickard
Virginia West

October 11
Jeff Bryant — Norman Stanley Case
Opal Craven — Jimmy Donnelly

October 12
Goodman Ace — Theodore Webb
Ted Collins — Tom Flynn
Phil Kramer — William Dekker

October 13
Georgia Backus — Irene Rich
Harry Hershfield — J. G. Shaff



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: Rumored that Arizona outlets of CBS may have their affiliations cancelled by the web so that the net may accommodate a commercial sponsor who has talent owning Arizona stations. (Could the sponsor be Wm. Wrigley, and the talent Gene Autry, who owns KOOL, Phoenix, plus an interest in KOPO, Tucson?) . . . ABC trying to get Penny Singleton to return as "Blondie." . . . A midwest newspaper that refused to take ads from local business outfits that bought time on radio being slapped with an anti-trust suit. . . . Three N.Y. outlets scrambling for Yankee ball game radio rights following Pope interests' buy of WINS. . . . Don't bet on the FCC okaying color TV at this time. . . . Some of the charges to be hurled at various candidates in the local elections are so bitter that radio stations will have to censor all speeches. . . . Mickey Alpert talent-hunting at Kudner with Myron Kirk ailing. . . . Bill Bertolotti hears that the pet Dodger quiz show is "Break the Yank"—and Peter Donald calls it a Subway Series because everybody's gotta stand up to see it. . . . Billy Rose due for a coast huddle with Jerry Weld. . . . NBC's Baukhage makes his video debut Sunday. . . . The FCC wants "Stop the Music" to face the music, sums up Jack (Ship's Reporter) Mangan.

☆ ☆ ☆ ☆

● ● ● NEW PRODUCING UNIT in town, Roger Kay Enterprises, have Mady Christians exclusively signed for a dramatic series tagged "Everything for Angela," which ABC has optioned for both radio and TV, and Lionel Stander set for a video comedy series called "Letter from Louie." The publicity team of Mal Braveman and Kay Norton have closed a five-year deal with Kay.

☆ ☆ ☆ ☆

● ● ● FEELING IN A good mood this ayem and all that sorta stuff (and how did you do in the Series?), we'd like to doff the old lid to Will Roland, who used to manage Benny Goodman's ork and who now is producing Arthur Godfrey's morning series. In a business notorious for its one-way streets, Will has proven that friendship is still more than an idle word in the dictionary. Ever since he first spotted The Mariners back in 1946, he's played musical guide and Godfather to the sensational quartet. He put them on his CBS "Nightlife" series, then "Sing Along" and finally brought them to the attention of the star-maker himself, Arturo Godfrey. Right now they're 'Roland' along with a Columbia recording contract, theatre and niterie dates, plus radio, of course—but what we started out to say is that Will has done all this for the boys as their friend, and not their manager.

☆ ☆ ☆ ☆

● ● ● BOB FOREMAN, BBD&O copy writer who wrote the musical commercials on the Fred Waring radio show all season long, now finds himself the author of "Pa's Individual Mug," a musical production number of the Waring TV show this Sunday night. Foreman's novelty tune was written during the period the Waring show was on NBC. Harry Simone, of the band, set the lyrics to music and it was accepted as a production number on the CBS-TV show.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Larry Schwab offers another of his TV 'firsts' on "The Clock" next Wed. night in combining sound tape and film for outdoor sequences, integrated into live portions of the show. So many radio producers lunching at Trader Tom's these days that boniface Tom Murray expects to make them feel at home by supplying stop watches to time their meals. . . . Radio and TV deal in the works for Miklos Gafni, sensational new tenor. . . . In a huddle at Lindy's: Geo. Elrick, England's only disc jock, and Geo. Goodwin, only American member of PRS, British equivalent of ASCAP.

COAST-TO-COAST

Herson Signs New NBC Contract

Washington, D. C.—Bill Herson signed a new NBC ten-year contract this week with WRC and WNBW Television. Under terms of the contract, announced by NBC's general manager, William R. McAndrew, Herson continues his daily "WRC Timekeeper" program Monday thru Friday 6:05-9:30 AM and Saturday 6:05 to 9 AM. He will continue to appear on WNBW television programs. Herson also continues his Saturday morning (9:30) visits to the Washington homes of Congressman and Senators for his NBC network interview feature "Coffee With Congress."

WLAW's Fire Prevention Show

Lawrence, Mass.—Frederick P. Laffey, new program director of WLAW, observes Fire Prevention Week on Oct. 11 with a two-city hookup featuring executives of the Lawrence and Boston Fire Departments. The program will go on the air at 10:45 AM, with an alert to Lawrence central fire headquarters. Fire Chief Edward A. Retelle of the Lawrence Fire department, attired in fire-fighting equipment, will respond to a practice call to the radio studios, describing the maneuvers that get the fire-fighters on their way to regular fires.

WLOW Signs Grocery Stores

Norfolk, Va.—WLOW has just pacted 100 independent grocery stores to an initial 13 week contract, marking the first time in the State that independent grocers have used radio as a group.

One Woman Polio Drive

Worcester, Mass.—As a result of the polio announcements delivered on WTAG (and FM's) weekday "Julie 'n' Johnny" program, Julie Chase reports a one-woman campaign in the town of Winchendon, Mass. The woman, Mrs. Flora Russell, has lined up every club and organization in the town to do something for the polio drive.

Consumers Aid Promotes Sales

Chicago, Ill.—According to Myron S. Lewis, director of Consumers Aid, Inc.,—Consumers Aid plans to inaugurate an aggressive sales promotion campaign via trade papers and direct mail, designed to inform advertising agencies and food advertisers of the facts behind this vital advertising and merchandising medium.

25th Year Of "Polly The Shopper"

Omaha, Neb.—Belle West, director of women's programs for KOIL, begins her 25th year in her role as "Polly the Shopper." Belle is the housewives' shopper. She personally makes the rounds of the shops and tells her radio audience at 11:15 a.m. and 1:15 p.m. of the shopping bargains and hints for easier homemaking.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 7, 1949 — TELEVISION DAILY is fully protected by register and copyright

CBS SHOWS COLOR ON NETWORK

TELE TOPICS

TWO NBC RADIO STANDBYS, "The "Aldrich Family" and "The Life of Riley" made their TV bows this week and both probably will stay around a long time if their respective writers can come up with enough switcheroos. Script for the Aldrich preem, written by Clifford Goldsmith, who originated the family, was totally devoid of laughs, which means that the initial airer must be scored as a flop. However, production and casting gave evidence that the show can be a good one if the script hurdle is overcome. On the opener, both Henry and Homer were rather stupid characters. This should not be; remember that Penrod, Tom Sawyer and other fictional heroes were truly bright youngsters, and therein lies their great appeal. Henry and Homer will have to be wised up, but fast. . . . Twenty-two year old Bob Casey acquitted himself handsomely as Henry. He both looks and sounds the role, and fortunately he does not crack his voice as much as Ezra Stone does on the AM version. Jack Kelk, Lois Wilson and House Jameson were fine in the other main roles. . . . Jello commercials at beginning and end were intergrated and good. Y&R is the agency, Edwin Duerr produces and directs.

●

FILMED IN HOLLYWOOD by FilmTone Studios, Riley gave added evidence that the film makers are beginning to turn out footage that is virtually indistinguishable from live production. The debut was funny in spots, but these spots were too widely separated to sustain the half-hour. Jackie Gleason's broad characterization of the title role was good, and he was ably supported by Rosemary De Camp, Gloria Winters and Lanny Rees as the others in the family. The show was stolen, however, by a comic named Sid Tomack playing the role of neighbor Jim Gillis. His work was responsible for most of the laughs on the show, while his mugging during the double entendre bit was hilarious. . . . Written, produced and directed by Irving Brecher, program is sponsored by Pabst Brewing Co. through Warwick & Legler.

●

WPIX, continuing its pitch for local retail business, has landed a 13-week pact from Sachs Quality Stores for the hour-long Sunday nite forum, "Voice Of The People." William Warren agency set the deal. Station recently snared Gimbel's initial TV venture, a comedy with Ernest Truex. . . . Flack handout of the week: Bill Johnston's bit of poesy that accompanied tix to the "Tonite On Broadway" pickup of "Twelfth Night." The Marschalk & Pratt tubthumper wrote a sonnet in the best style of the Bard, sire. . . . . Merrill Pye has begun shooting a series of 13 shorts built around 300 wild beasts from World Jungle Compound.

AFM To Set Scale For TV Film Music

James C. Petrillo, president of the American Federation of Musicians, indicated yesterday that a scale for musicians in TV films will be sent out to producers by the union within ten days. The union chief and his staff met yesterday with producers and agencies at the Waldorf-Astoria in what was described as an "exploratory" session to discuss problems of music in video films.

Scale will be set up on a per job basis, it was reported. In addition to the fees for initial recording, it was said, Petrillo will demand that a royalty be paid for each airing of a film using live music. This royalty would be paid to the union's welfare fund administered by a trustee in a fashion similar to that followed by the recording industry, it was understood.

Tony Kraber Rejoins CBS As Executive Producer

Tony Kraber, for the past year with DuMont, has rejoined CBS as executive producer and head of a committee of three to screen new talent and program material. Others on the committee are Arthur I. Rothafel and Arthur Heineman. Kraber was with the CBS shortwave department from 1942 to 1948. He was a founder of the Group Theater appearing in major productions.

Coincidence

Hal Bowden, DuM stage manager, is sure the Banshees have his number. Early Wednesday he took Mrs. B. to the Hospital and, after spending the day with her, left to work on "Famous Jury Trials." Doctors told him that an heir was due over the weekend. Soon after the show started a boom mike fell and just missed several cast members. At sign-off, Bowden was told that he was the father f a son. Checking the hospital, Hal figured that his son was born just at the time the mike fell.

Glass Co. Produces Rectangular TV Tube

Toledo—The American Structural Products Co., a subsidiary of the Owens-Illinois Glass Co., has announced successful production of an all-glass rectangular television bulb.

The new bulb, according to a company official, will make possible smaller television set cabinets without reducing the picture size. A rectangular shape, he said, "eliminates the formerly wasted surface inherent when a rectangular picture is presented in a round bulb." American Structural is prepared to produce the new bulb in quantity at its principal plant in Columbus, O., and at its pilot plant here.

Nets Preparing Public Service Pix For Community Chest Drive

The four networks are pooling their resources for an all-star half-hour Community Chests of America film, "Red Feather USA," which will be aired the week of October 17th over each net separately on a staggered schedule.

The webs, represented by Robert Saudek, ABC; John Hundley, CBS; Edward Carroll, DuMont, and Sterling Fisher, NBC, have each agreed to supply a special film segment featuring one of the outstanding stars on their roster. ABC's segment will present Bert Parks with a special version of "Stop the Music;" CBS is utilizing "The Goldbergs," with original material slanted toward the Red Feather campaigns; DuMont's selection is Janet Blair and the Blackburn Twins; and NBC is offering Milton Berle, and June Havoc. Emcee is "Red Feather," the Marionette of Community Chests.

Production is being handled by CBS under the supervision of Hundley. CBS has made available its facilities for the film, including studios, engineers, make-up department, sound men and stage crew. The net has also accepted the responsibility of handling print production as Community Chests will make available the show on recording for stations unable to take a live feed.

DuMont will distribute kinescope prints for delayed showing.

Special integration material was written by Ira Marion of ABC. Telefilming the integrations and coordination of the program is under the direction of CBS director David Rich. Puppeteer Mary Chase, who created the Red Feather marionette, operates the "Red Feather" strings.

Pix Go From D. C. To Balt., N. Y. And Return

(Continued from Page 1)

adjoining the ballroom. Color cameras picked these up in the studio and sent them to Baltimore and to New York City and back again to television WOIC here. The station rebroadcast them for the benefit of the Government officials.

A main technical point of the demonstration was that CBS' color signals go out originally on a four megacycle width, but in order to travel through the coaxial cable must be compressed to a 2.7 megacycle width. The Commission had heard testimony that such compression would squeeze the color out and produce only a picture in black-and-white.

After the fashion show had been put through the sample network, Dr. Peter C. Goldmark, who invented the system, asked if representatives of DuMont Laboratories cared to comment. DuMont has contended that the present black-and-white reception is superior to anything which color systems now have to offer.

William A. Roberts, DuMont attorney, responded amid laughter: "With a gun in my back, I will say that I noted little color breakup in this series of tests."

The tests were viewed on both regular sets converted to color and sets designed for color reception.

Dr. DuMont, at a press interview yesterday afternoon at the Carlton Hotel reported that none of the color systems now under consideration by the FCC is ready for commercialization.

"There are major research problems to be solved," he said, "before any of these systems could be considered for commercial use. The CBS system is limited to small tubes and mechanical devices or, if by projection, larger pictures are produced they suffer serious limitations. The pictures shown today in a demonstration are not even as good as those produced by CBS three years ago when they were using and proposing wider channels.

"The RCA system is thoroughly untried in the field. However it does promise compatibility so that present black and white receivers can accept those programs in black and white."

Regarding networking, said Dr. DuMont, none of the systems has achieved teletranscription equipment, thus precluding very essential network facilities when pressed for a time schedule.

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday October 7, 1949

TV Equipment By G. E. Installed In Italy

The first American TV transmitter in Europe has been installed at Turin, Italy, according to C. A. Priest, manager of General Electric's Transmitter Division.

The International General Electric Company made the sale of the complete studio and transmitting equipment to RAI (Radio Italy) through the company's Italian distributor Compagnia Generale Elettronica.

Telecasting Began Sept. 11

Main features of the installations are a studio equipped with three cameras and programming facilities, a microwave link to relay the programs to the transmitter site, and a 5 kw transmitter of the latest design.

Telecasting from Turin began on Sept. 11 and covers an area of approximately 50 miles in Northwest Italy.

Appoint Jurin Sales Mgr. Tele-tone National Corp.

Sydney Jurin has been appointed sales manager for Tele-tone National Corporation, it was announced this week by Morton M. Schwartz general sales manager of Tele-tone Radio Corp., the parent company.

Jurin will be in charge of direct sales and sales promotion to large individual dealers, chains and department stores throughout the U. S.

PRODUCTION PARADE

New Type Loudspeaker

For the first time optical lens principles have been introduced into the manufacture of loudspeakers by the Jensen Manufacturing Co., Chicago. After months of research, Jensen is now producing its new model H-510 speaker, which applies optical lens principles. Speaker employs a direct radiator low end with separate high frequency horn and compression driver for high channels.

New Twin-Driven Yagi

An entirely new concept of TV antenna design is realized in the new Twin-Driven Yagi introduced by Technical Appliance Corporation, Sherburne, N. Y. Tests have proved the gain of this antenna to be greater than any other antenna tested at the Taco field and laboratory testing grounds, according to the company.

Andrea Allocates TV Line

The entire TV line of the Andrea Radio Corp. has been placed on allocation, according to an announcement by Frank A. D. Andrea, president. Necessity for this move is due to an all-time high in orders. The TV line will be on allocation until at least the first of the year.

DuMont Regional Manager Appointed

The appointment of Bill C. Scales, as southern regional manager for the receiver sale division, Allen B. DuMont Laboratories, Inc., was announced yesterday by Walter L. Stickel, national sales manager. Scales will cover the southern part of the country, from Dallas to Florida.

Sylvania TV Distributor For N. Y.

Victor H. Meyer & Co., Inc., New York, have been appointed Metropolitan New York Distributors for Sylvania television receivers, it was announced by Larry Bagg, national sales manager for Sylvania. The Meyer Company has been holding dealer showings of the new Sylvania line this week at the Park Sheraton.

Tele King Expansion Names Three

The Board of Directors of the Tele King Corp., New York, have named Harvey Pokrass president and Edward Berliant executive vice-president. Calvin E. Bell was named secretary of the corporation. The new appointments are in line with a wide expansion plan recently adopted by the company.

Garod Philadelphia Distributor

Garod Electronics Corporation, Brooklyn, N. Y., has appointed Philadelphia Wholesale Distributors, Inc. as its exclusive wholesale distributing agency for "Tele-Zoom" television and their new low-price straight TV line in Philadelphia and the eastern Pennsylvania territory, according to Louis Silver, vice-president and sales manager.

Meck AM-TV Sales Up

John Meck Industries, Inc., Plymouth, Ind., reports sales of their TV receivers during the past six weeks have increased 80 per cent over the corresponding period last year. The company also disclosed that their radio set sales have been 30 per cent higher than last year's.

New TV Set By Mars

Mars Television, Inc., Long Island City, N. Y., has announced a new TV model—the Academy, especially designed for long range reception. A feature of the set is a removable front panel, which permits the insertion of the picture tube without dismantling the back of the set. Set is finished in mahogany with a 16-inch flat faced, all glass tube, producing a 148 square inch picture, and will reatil at $399.00 plus tax.

I.T.I. Price Protection Policy

A policy of dealer price protection to protect all I.T.I. distributors and dealers against inventory losses on changes in prices by the factory for a period of 60 days from date of purchase, has been announced by Industrial Television, Inc., Clifton, N. J. Policy covers Industrial's entire line of TV receivers.

UHF For VHF Equip.; New DuMont Plan

A plan to repurchase DuMont VHF transmitters from TV broadcasters and holders of TV CP's, who may be required to change operations from the VHF band to the UHF band, has been announced.

The plan, as advanced by DuMont for the best interest of the public and television broadcasting industry was outlined in individual letters to purchasers of complete DuMont video and audio transmitters. It provides for the repurchase of DuMont VHF transmitters at an amount equal to the total depreciated value of the transmitters at the time it is repurchased by DuMont. The repurchase value, which is applied as a credit against the purchase of a DuMont UHF Transmitter, is computed on a straight-line semi-annual basis which adheres as completely as possible to established procedures in determining depreciation. Utilizing this agreement, the established broadcasters and CP holders who have purchased DuMont transmitters can be assured of little or no loss in transmitter investment in the transition from VHF to UHF, if such a change is required.

In his letter to DuMont transmitter purchasers, H. E. Taylor, Jr., manager of the Television Transmitter Division, stated in part "we submit our plan as our contribution to ease the burden imposed upon you under our proposal to the Federal Communications Commission."

To Mount TV Antenna On Tallest U. S. AM Tower

Plans for the erection and completion of a new supergain antenna developed by RCA was revealed jointly by the Atlanta Constitution Publishing Company, station owner of WCON-TV, and the RCA Engineering Products Department.

The new super-gain TV antenna, surmounted by a 56-foot FM Pylon antenna will be mounted upon a 1000-foot tower now under construction by the International Derrick and Equipment Company of Columbus, Ohio. The structure will be erected just off Forrest Road, N. E., near the Southern Railway belt line underpass, within the city limits of Atlanta, and will be the tallest broadcasting tower in the United States.

The new antenna will enable WCON-TV to achieve 50-kw effective radiated power to give TV coverage to rural areas within a one-hundred mile radius of Atlanta. When installed, the antenna is expected to produce a power gain approaching 12.

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RADIO DAILY

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VOL. 49, NO. 6 NEW YORK, MONDAY, OCTOBER 10, 1949 TEN CENTS

McCONNELL NAMED PRESIDENT OF NBC

Football Is Telecast Using CBS Color-TV

Washington Bureau of RADIO DAILY

Washington—A criticism hurled at CBS color many times during the past three years, that it couldn't do a good outdoor pickup, especially if it involved fast action, was answered by Columbia Friday in the final session of its two-day demonstration before the FCC and more than 200 other industry leaders.

Before an even bigger crowd than witnessed the indoor pickups on Thursday, CBS broadcast a football scrimmage from the local Woodrow Wilson High School field. The conditions for the pickup were bad,

(Continued on Page 7)

Camera Company Signs For ABC's Date With Judy

Chicago—The Revere Camera Co. of this city signed a 52-week contract with ABC for the net's recently acquired "A Date With Judy" program, Thursdays, 8:30-9 p.m., EST.

The program will preem on Oct. 13, with Revere sponsorship scheduled to start on Nov. 10. Roche, Williams & Cleary, Inc., is the agen-

(Continued on Page 2)

Chas. Oppenheim To Head CBS Program Promotion

Charles Oppenheim, assistant director of CBS program promotion since October, 1948, has been appointed director of the department. He succeeds Neal Hathaway, who has resigned to join Benton & Bowles.

Before joining CBS, Oppenheim

(Continued on Page 3)

Distaff Documentary

The National Federation of Business and Professional Women's Clubs, Inc., sponsored a special half-hour documentary program over NBC on Sunday, Oct. 9, starting at 12:30 p.m. The program, "The Lonesome Lady," marked the beginning of National Business Women's Week, Oct. 9-15. It originated Friday in the New York Studios on NBC.

Resentful

Kitchener, Ont. — John T. Schmidt, of Ayr, does not like the government inspectors looking at his radio or charging him the government fee for owning it. So much doesn't he like it that following a recent inspection with an attendant summons, he shipped not only the license fee of $4 to Justice of the Peace Leo Leyes of Kitchener but the radio as well.

MBS Moves Officially To Advance Web-TV

The first official indication to come from Mutual's "top brass" on plans calling for the development of a new TV network was contained in a statement released by MBS president Frank K. White on the web's two-day board meeting last week.

The shareholder stations of the network announced that new facilities in various key centers of the country would be placed at the disposal of the Mutual network for use in future radio and television plans. In Chicago, the statement

(Continued on Page 3)

Western Electric-Altec Form Production Pact

The Western Electric Co. will withdraw from commercial activities" in microphones, loudspeakers, and disc reproducing equipment, guaranteeing service and supply of maintenance parts to present users through an agreement with the

(Continued on Page 2)

RCA Executive Selected By Trammell, Who Becomes Chairman Of Board Succeeding David Sarnoff

Joseph H. McConnell, executive vice-president of Radio Corporation of America, was named president of the National Broadcasting Company Friday by the network board of directors. He succeeds Niles Trammell, who becomes chairman of the board of directors. McConnell's appointment was made on recommendation of Trammell, the board announced.



TRAMMELL



McCONNELL

In announcing his retirement as president of NBC to succeed Brig. General David Sarnoff as chairman of the board, Trammell said he "could better serve the interests of the National Broadcasting Company by being relieved of administrative duties and be able to devote more of my time to client, talent and station relations both in radio and television."

The announcement of Trammell

(Continued on Page 8)

Chi. Giveaway Case By-Passed By FCC

Chicago—The FCC on Friday bypassed the giveaway situation here in favor of the network case in New York by agreeing to postpone any local action in the Radio Features vs FCC case indefinitely. Radio Features and FCC lawyers both agreed to postpone action in Chicago at least until thirty days after Supreme Court ruling. In effect this will go through but because Judge Michael Igoe who signed the order wanted

(Continued on Page 3)

ABC Groups Leave For Affiliate Confabs

ABC is sending out two contingents of top officials and flacks on eastern and midwestern tours designed to further intra-network coordination and development of the web's affiliates on local levels.

Robert E. Kintner, ABC executive

(Continued on Page 3)

Need Of CC Radio Stations Stressed In Shouse Speech

Boston—Unless the FCC authorizes an increase in power for clear channel stations the whole economic base of broadcasting may collapse, "and it need not necessarily be a slow death," James D. Shouse, president and board chairman of the Crosley Broadcasting Corp., warned Friday. He was addressing the 21st Boston Conference on Distribution, held at the Hotel Statler.

This may happen, he declared, "within perhaps five years." He based his prediction on the state of the radio industry itself, and the steady upsurge of television. "The sound broadcasting industry is coming into an era of real competition with television, in a state of complete dilution," Shouse said. "With sound broadcasting being broken

(Continued on Page 3)

Joltin' Joe On WOR

Joe DiMaggio, slugging outfielder star of the N. Y. Yankees will be heard in a new role over WOR, New York, on Wednesday, Oct. 12. The Yankee Clipper will portray an ambitious bush leaguer in "One Hit, Two Errors," a transcribed drama broadcast as another of the "La Rosa Hollywood Theatre of Stars" series.

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FINANCIAL

(October 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7⅜	7⅜	— ¼
Admiral Corp.	26½	24⅞	26½	+ 1⅛
Am. Tel. & Tel.	143½	143¼	143⅜	+ ⅛
CBS A	22¼	22¼	22¼	+ ¼
CBS B	22	22	22	— ⅛
Philco	31¾	31¼	31¾	.....
Philco pfd.	82⅛	82	82	— ½
RCA Common	12⅜	12¼	12⅜	.....
Stewart-Warner	12⅝	12½	12½	— ⅛
Westinghouse	26⅜	26	26⅜	+ ⅛
Westinghouse pfd.	98	97½	98	+ ½
Zenith Radio	28	27¾	27¾	— ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	13⅞	14	+ ⅜
Nat. Union Radio	2¾	2¾	2¾	.....

OVER THE COUNTER

DuMont Lab.	14¼	15¼
Stromberg-Carlson	12	13¼

Will Publish Songs

Hollywood — Southern Music Co. will publish five songs written by Fortunio Bonanova and Ambrose Barker for "Glamour is the Gimmick," Encore stage musical starring Bonanova.

☆ COMING AND GOING ☆

WILLIAM F. BROOKS, vice-president of NBC in charge of news and international relations, left Friday on a business trip to England and the Continent. He'll spend two or three weeks visiting network correspondents in London, Paris, Berlin and Rome, will discuss newsreel contracts with several European companies and will study NBC's radio and television coverage in the area.

T. F. FLANAGAN, managing director of the National Association of Radio Station Representatives, arrived in Washington last Friday on a combined business and pleasure trip. He plans to attend the current color-television hearings.

JACK HASKELL, singer, featured on radio and television, over NBC in Chicago, and who recently signed a recording contract with Decca, is in New York to cut four sides with the Gordon Jenkins orchestra and The Star Dusters.

CONNIE DESMOND and ERNIE HARWELL, sportscasters on CBS, were in Dallas Saturday to broadcast the Oklahoma-Texas game.

GEORGE FISHER, master of ceremonies on "Confidential Closeup" over NBC-Hollywood, is back on the West Coast following a visit to New York to interview stage and screen celebrities.

WALTER BUFFINGTON, general manager of WSAP, Portsmouth, Va., which recently went on 5,000 watts, full time, is in New York on station business.

JAY JOSTYN, who is "Mr. District Attorney" on NBC, on Saturday was in Brittany Hills, N. Y., where he was guest of honor at the dinner of the New York Turkey Association which was held at the turkey farm of Arthur Vinton.

F. E. BUSBY, general manager of WKRG, Mobile, is here from Alabama for business conferences with the national representatives of the station.

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, has returned from a vacation spent at Nantucket, Mass.

RICHARD JONES, managing director of WJBK, Detroit, and ED MacKENZIE, disc jockey, arrived in town late last week for conferences with station reps and with Tom Harker, national sales manager of the Fort Industry Company.

FRANK SAMUELS, vice-president in charge of the American network's western division, is in Jasper National Park, Canada, for a week of rest and fishing. Following this, he and MRS. SAMUELS will leave for a vacation in Honolulu.

CHARLES COLLINGWOOD, Columbia network White House correspondent, is back in Washington after having covered the airborne maneuvers which were held at Fort Bragg, N. C.

LIDO BELLI, of Progressive Radio Advertising Co., will return next Saturday from Italy, where he has been since Sept. 2.

DOROTHY KEMBLE, director of educational and religious programs for the Mutual network, left Saturday for Atlantic City to attend the Zonta International District Conference.

BILL POLGLASE and CHIP CIPOLLA, sportscasters for WFUV, Fordham University's FM station, went up to New Haven last Saturday to broadcast the game between Yale and the Rams.

ANNE FRANCIS, the "Bonnie Maid" of the "Versatile Varieties" on NBC-television, left by plane Friday for Orlando, Fla., where she'll rest for a week.

DONALD A. STEWART, general manager of WDTV, Pittsburgh outlet of the DuMont television network, is back at the station following a trip to New York for conferences at TV network headquarters.

Camera Company Signs For ABC's Date With Judy

(Continued from Page 1)

cy for the camera manufacturer.

Revere will continue to sponsor the ABC broadcast, "Name The Movie," on the same night, Thursdays, 9:30-9:55 p.m., EST.

Stations Attitude Explained

Philadelphia — Westinghouse stations in Boston and Sprinfield, Mass., turned down the Atlantic and Pacific stores spot business because the sponsor sought to discuss a controversial labor issue in a one-minute spot announcement, Walter E. Benoit, general manager of the Westinghouse stations, explained Friday. Stations WBZ, Boston, and WBZA, Springfield, are not adverse to accepting controversial copy if "adequate" time is reserved, he said.

Western Electric-Altec Form Production Pact

(Continued from Page 1)

Altec Lansing Corp., it was announced Friday.

Western Electric's decision to end its production of those items was prompted by "the continuing specialized needs of the Bell Telephone System, combined with the growing requirements of the armed forces for the development of complex electronic equipment essential to the nation's defense," according to F. R. Lack, Western Electric vice president.

Altec was founded in 1937 by former Western Electric personnel. The Graybar Electric Co. will act as distributor for Altec, as it did for Western Electric.

McGarry Gets Promotion

Maurice J. McGarry, chief announcer of WBEC, Pittsfield, Mass., has been named program director of the station succeeding George Nesbit, resigned. McGarry has been heard on the ABC network the past summer as announcer for George Sokolsky's Sunday night commentary which originated in Pittsfield.

WGAR Names Wismer

Cleveland—At a meeting of the board of the WGAR Broadcasting Company held Friday, September 30th, Harry Wismer was elected to the board of directors.

WGAR is a 50,000-watt station.

WANTED

BY A SUCCESSFUL WIRED MUSIC OPERATION IN A LARGE EASTERN CITY

A HIGH GRADE SALES PROMOTION MAN

TO GO OUT INTO THE FIELD TO SECURE NEW SUBSCRIBERS FOR OUR SERVICE.

THE MAN SELECTED WILL BE GIVEN EVERY OPPORTUNITY TO PUT ACROSS HIS IDEAS IN CREATING NEW MARKETS FOR WIRED MUSIC.

IF YOU THINK YOU CAN QUALIFY WRITE PAST EXPERIENCE WITH A BRIEF OUTLINE OF WHAT YOU PROPOSE TO DEVELOP IN FURTHERING THE USE OF WIRED MUSIC.

REPLIES WILL BE HELD IN STRICT CONFIDENCE. BOX 275, RADIO DAILY, 1501 BROADWAY, N. Y. C.



Free Ride

The baby squirrels are all set for a free ride on the back of the friendly shepherd dog. It's great fun and doesn't cost them a penny.

Of course, advertisers on W-I-T-H don't quite get a free ride. But they do get the nearest thing to it in Baltimore radio. For every buy of time on W-I-T-H is a real, honest-to-goodness BARGAIN!

W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town. And that means that just a LITTLE bit of money does BIG things on W-I-T-H.

So if you want plenty of low-cost results from radio in Baltimore, use W-I-T-H, the BIG independent with the BIG audience. Get the whole story from your Headley-Reed man today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Need For CC Stations Stressed By Shouse

(Continued from Page 1)

into smaller and smaller units which have less and less chance to survive. . . .

"I believe that the day is not too far off when, for the first time, it will become apparent to several thousand small station operators throughout the country that their fight against the clear channel stations, and against high power for clear channel stations, as strong bulwarks of sound broadcasting, has been a fight against their own best and selfish interest. . . . The salvation of sound broadcasting, which is important to the broadcaster and to the public, does not lie in reducing all broadcasters to the lowest common denominator. . . .

"I repeat that even the operators of clear channel stations will find, within the next few years, that quality operation to a thinner and thinner audience will be economically impossible under the present archaic 50,000 watt ceiling on power. I repeat that the FCC, by imperiling the survival possibilities of the larger stations, imperils the survival of all."

Shouse referred to the "superpower" of "Voice of America" stations beaming "the message of democracy" through the Iron Curtain, and found it "unfortunate" that "the powerful signal available behind the Iron Curtain is denied to many of our own people who find in the present power limit on our stations a real Iron Curtain shutting out adequate reception."

NBC's Pat. Weaver Sees Radio Meshing With TV

Five years from now radio will be giving a service offered by no other medium—complementary coverage to television, it was predicted on Friday by S. L. "Pat" Weaver, NBC vice president in charge of television. Weaver addressed the media group of the 4-A Eastern Conference, meeting at the Hotel Roosevelt in New York.

"Just as today one can reach 95% of all the homes in this country only by using radio on a television base, so through the years, no matter whether the TV homes go up to 50% and the radio homes go down to 50%, you can always add radio and television together and reach America," he said. "And only by the radio-television combination can you hit all America."

Joins West Hooker

Wayne Wirth, formerly director of television for Van Diver and Carlyle, has joined West Hooker Telefeatures as vice president and production coordinator. Wirth's experience in television dates from 1944, when he was associated with Harvey Marlowe, then in charge of video programming for WOR, New York. He was also director of Van Car Production, TV package agency.

ABC Groups Leave For Affiliate Confabs

(Continued from Page 1)

v-p; Ernest Lee Jahncke, v-p in charge of stations; Otto Brandt, manager of the stations department; Earl Mullin, publicity director; Bud Stimson and Bill Wiley, both of the stations department will meet with 20 owners and managers of 12 ABC affiliates in Ohio in a day-long session at the Dayton Biltmore Hotel, Dayton, today. The meeting is one of a series in various regions on programming and operations.

The New York contingent will hold a similar meeting tomorrow at the Detroit Athletic Club, Detroit, with owners and managers of ABC affiliates in Michigan.

Jack Pacey, ABC trade news editor, will leave New York this morning for a two-week series of luncheon and dinner meetings with business and advertising news editors and ABC affiliates' executives in Providence, Boston, Syracuse, Rochester, Buffalo, Cleveland, Pittsburgh, Washington, Baltimore and Philadelphia. The web's account executives in New York will time their trips to the stations they represent with the arrival of Pacey in the various cities.

Pacey's tour is designed to increase publicity at the local or station level. The ABC affiliates will be presented with a publicity package, consisting of news copy and background material on the network.

MBS Moves Officially To Advance Web-TV

(Continued from Page 1)

pointed out, five new studios in the WGN building have been completed, each studio fully equipped with both radio and television facilities. In Cleveland, a new radio-television studio building, auditorium and theater will be under construction shortly.

White reported that "network coordination studies" are already under way at Mutual television stations now in operation, i.e., Boston, Chicago, Washington, Los Angeles, and New York.

Detroit reported that its new 50,000-watt radio transmitter and AM-FM studio facilities are now in full operation. In announcing the web's future plans, White disclosed that the program and operation budgets of 1950 were approved. It was understood that these budgets are the same as those for this year.

In attendance at the two-day board meeting were chairman Theodore C. Streibert, WOR, New York; T. F. O'Neil, Yankee Network, Boston; Frank K. White; Benedict Gimbel, WIP, Philadelphia; Elbert M. Antrim, secretary of the board, WGN, Chicago; J. E. Campeau, CKLW, Detroit; Frank P. Schreiber, WGN; H. K. Carpenter, WHK, Cleveland; J. R. Poppele, WOR; Linus Travers, Yankee Network, Boston; Lewis Allen Weiss, Don Lee Network, Hollywood; Willet H. Brown, Don Lee Network, Hollywood.

Chas. Oppenheim To Head CBS Program Promotion

(Continued from Page 1)

had been trade news editor and publicity director for WOR, and promotion and research director for WINS, both New York stations.

Allan Hughes has joined the presentation division of the CBS advertising and sales promotion department. He had held a similar post at ABC.

WNEW Offers Free Time To Political Candidates

WNEW, New York, will again offer free and equal time to all qualified candidates in the November elections, the station has announced.

Starting today, WNEW will air a series of 20 sustaining 25-minute programs, Monday through Friday, 10:35-11 p.m. Scripts will be prepared by the candidates themselves but read by professional radio performers hired by WNEW. Lots were drawn to determine order of appearance in the program series, titled "The People's Choice."

Chi. Giveaway Case By-Passed By FCC

(Continued from Page 1)

some specific date for the court records, a date of April 17th, 1950 was set for the next hearing on Radio Features motion for an interlocutory injunction.

Both the Commission and Radio Features lawyers told RADIO DAILY that on the latter date, should there still be no Supreme Court decision, the local giveaway court case will again be given a postponement. Court action here Friday was merely a formality as actually giveaways can continue with FCC sanction at least until thirty days after Supreme Court ruling. John P. Lulansi, assistant U. S. Attorney in Chicago, represented FCC in court action while Walter Tinsley represented Radio Features.

Named Radio Director

Henriette K. Harrison has been appointed radio director for the Visiting Nurse Service Campaign beginning October 18.

the nation's most

distinguished flight



"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood*," and you will see why it has won the favor of discriminating travelers.

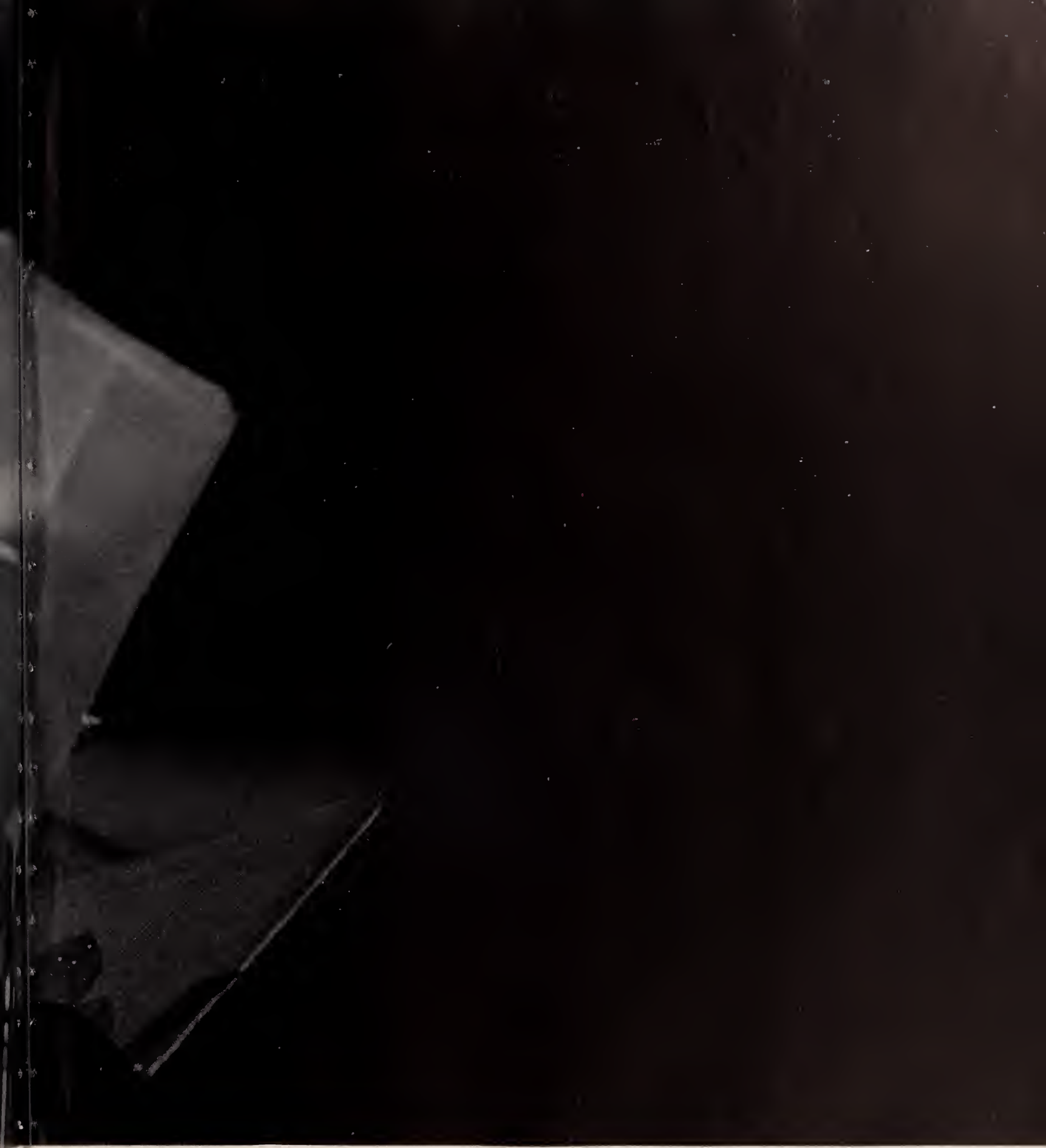
Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES



Still the best mousetrap...



In all advertising, there's only <u>one</u> medium where <u>one</u> advertiser reaches over half the population of the country... 21,000,000 families!... with <u>one</u> program in <u>one</u> month. He does it with Network Radio... on CBS.*

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers ... everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people: the lowest cost of *actual "advertiser circulation"* in all advertising today.

THE WEEK IN RADIO

Security, Growth Cited

By AL JAEGGIN

RADIO'S effectiveness as an advertising medium, its maturity as a big business and its future security in the face of other media were emphasized by four industry spokesmen on four different occasions during the week.

Arthur C. Nielsen, president of the research firm of the same name, told the New York Council of the American Assn. of Advertising Agencies that "the danger to you, as I see it, is not so much that you may overlook the opportunities offered by television as that you may turn your backs on radio without justification." He cited the increase in radio homes in the number of hours of listening per home per day.

Frank M. Headley, president of the National Association of Radio Station Representatives, told a meeting of the Alabama Broadcasters Association that the broadcast industry has reached maturity and should, therefore, put aside "childish things." He charged that the acceptance of P.I. and free time deals is unsound business and a sign of immaturity. He cited the need for better salesmanship on the grounds that radio as a medium is to a large extent still untried.

Package producer Louis G. Cowan, in addressing the radio and television session of the 4-A annual Eastern Conference, declared that the future of radio is secure, adding that "radio is a very big business which is not dying."

Another optimistic appraisal of radio and its future was made by WCAU, Philadelphia, president Donald Thornburgh who pointed out to the New York REC meeting that radio will justify its rates for many years to come and that the medium will have a profitable year despite the inroads of television.

One advertiser whose extensive use of radio has played a major role in its growth, Lever Brothers, will move its headquarters from Cambridge, Mass., to New York after construction of a 20-story Lever House has been completed. . . . Contrary to general belief, A & P has authorized the use of radio in its anti-trust campaign. . . . The Kellogg Co. bought a new audience participation show, "Mother Knows Best," on WCBS, New York. . . . Paramount's radio department, in a tie-up with Ry Krisp, purchased a new five-minute radio series, Mondays, Wednesdays and Fridays, over 366 MBS stations. . . . Ludens, Inc., picked up the tab on a quarter-hour segment of "Sing It Again" on CBS. . . . Gillette Safety Razor Co's "World Series" coverage was carried by 740 AM and FM stations, including 520 Mutual outlets, 72 CBS stations, and stations in Mexico, Central and South America, Hawaii, Puerto Rico and Cuba.



Mainly About Manhattan. . . !

● ● ● THE CORRIDORS in the NBC quarters at Radio City were alive with rumors Friday on the significance of Joseph McConnell becoming president of the network and Niles Trammell being elected to the chairmanship of the board. Most of the dopesters interpret the change as meaning that McConnell will have the chore of retiring some network executives whose numbers are up under the web reorganization plan. Trammell, they say, has many old associates in the executive personnel and the role of dismissing some of them wouldn't come easy for him. Executive changes are reported to take place within the next few weeks. Trammell's elevation to the chairmanship of the board means that he'll be free to devote more time as the web's goodwill ambassador and No. 1 salesman. One of radio's most widely known and respected citizens, he'll have much to do with the policy making in his new duties.

☆ ☆ ☆ ☆

● ● ● THOSE CUTE YOUNGSTERS you've been seeing on the TV version of "Stop the Music" belong to members of Lou Cowan's staff. Barbara and Mary Beth Faber, aged 8 and 6 respectively, are the children of L. K. Faber, treas. of Louis G. Cowan, Inc., and Harry Moses, 13, is the son of John Moses, one of Cowan's associates. Needless to say, there's no holding the proud parents.

☆ ☆ ☆ ☆

● ● ● JUST THAWTS: We'd like the Black Robe even more if they didn't accentuate the fact that it's merely a "re-enactment" of actual cases both before and after the program. Naturally, it's necessary to state the fact—but isn't once enough and that before the series unfolds? Once you've seen the show, you become so entranced that to hear that announcement at the close completely fractures the mood. It makes about as much sense as a film ending with the announcement: "Now don't forget, folks, what you've just seen was merely a movie." . . . From our observation post, it is just about as easy to square the circle as to successfully simulcast a program. Take "We the People," for example. This program misses a heart-beat when it is forced to put on variety acts with big names for the benefit of television viewers. Ordinarily, the story behind the big name is too flimsy for the listener in Ohmygosh, Ia. We take our hats off to the excellent technical production as well as the masterful blending of loose ends by emcee Danny Seymour. But it's still a tough struggle. Maybe, in the case of "We, the People," a smash, dramatic human interest finale each week would save the situation. All we know is seeing is believing, but not enough people see on a national simulcast to uphold the radio Hooper at this time.

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Mutual overhauling program structure with concentration on stanzas that'll appeal to the rural Hooper bait. . . . Allen (Duke) Ducovny, one of radio and TV's more gifted directors, has joined Kenyon & Eckhardt's staff as a video producer. . . . Dennis Day planed out of H'wood after last night's Jack Benny program for Boston to headline the benefit show for Archbishop Cushing's hospital project at the Boston Garden this Wed. . . . Peggy Stone, New York station rep, back from Newport News, Va., with word that she's become a grandma for the second time. Another daughter was born to Peggy's daughter, Mrs. A. Beckhardt. . . . WHOM program chief, Chas. Baltin, upped to assistant gen'l manager. . . . Erskine Johnson teaming up with a photographer pal to produce TV films. . . . Phil Baker's wife, Irmgard, in from the coast to help him prepare his new teleshow, "Open Letter." . . . Carl King's definition of a B'way playboy: All he wants is love, liberty and the pursuit. . . .

The Mailbag

"It has come to our attention that the song, 'Wishing Star' published by Broadcast Music, Inc. which was in our confidential ACI Survey for the week ending September 29, 1949, was inadvertently omitted from the alphabetical list we sent you last Friday.

"Since it may be too late to do anything about it this week, I hope you will find it convenient to run a correction about this in an early issue next week."

Sincerely yours,
John C. Peatman
Office of Research, Inc.

Youth Forum Over WQXR Presents Mrs. Roosevelt

Mrs. Franklin D. Roosevelt, chairman of the UN Commission on Human Rights, was speaker during first New York Times "Youth Forum" of the season, broadcast via transcription by WQXR, New York, on Saturday, Oct. 8, 10:15-11 a.m.

The broadcast originated from the auditorium of the General Assembly Building at Flushing Meadow, Queens, before 2,000 high school students. Dr. Benjamin A. Cohen, assistant secretary-general of the UN, opened the broadcast.

EMCEES...

and Beginners

Want to go places in Radio, Television?

You can do it better, faster and most effectively with the help of the famous

FREEMANTEL
System of Voice Control

In your own home, only 15 minutes a day, you can now make your voice rich, vibrant and chockfull of personality. Hundreds of stars of stage, screen, radio have won success with this amazing method.

The cost is moderate, you can pay as you learn.

Send for FREE Book.

Freemantel Voice Institute,
Suite O, 113 West 57th St. RD.
New York 19, N. Y.

Please send me FREE book on Freemantel System of Voice Control.

NAME .....

ADDRESS .....

CITY ..... ZONE.....

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

CBS COLOR AIRS GRID PICK-UP

TELE TOPICS

ED WYNN is a very funny man, and his new stanza on CBS is a very funny show. There wasn't a single boffola on his opener last week, but the entire half-hour was filled with nice, comfortable chuckles. 'Tis indeed an art to keep people laughing pleasantly for 30 minutes—even more difficult, perhaps, than tossing off monstrous yocks now and then—and of the few true practitioners of this art, Wynn is among the best. We saw the recorded show twice, once at a press preview and again at home Thursday nite, and the best indication of the caliber of Wynn's comedy is that it seemed just as funny the second time. Wynn actually turned commercials for Speidel watch bands into a high spot of the show, by combining them with a satire on several advertising cliches. ("Speidel bands prevent wrist decay!") Another line that especially appealed to us was, "I know as much about television as anybody; I've been in it 15 minutes now." . . . Show was very neatly paced, with Wynn spelled by the Szonyis, a fine acrobatic dance team, and the torrid Gertrude Niesen. . . . Written by Hal Kanter, Leo Solomon and Seaman Jacobs, program is produced by Harlan Thompson and directed by Ralph Levy, with ork conducted by Lud Gluskin. Cecil & Presbrey is the agency. . . . Picture quality of the recording was superior to previous footage from Hollywood, but showed need for still more improvement.

●

BLUE (?) NOTE: Biggest laugh at the CBS color demonstrations in Washington last week was provided by Bette Cannon, Alexandria, Va., dancing teacher, when she lost her skirt during a tap routine to reveal a short pair of deep-blue panties. A nervous soul in the control room blacked out the program immediately to the accompaniment of a hearty roar from the assembled experts. . . . About 150 merchants in Long Island City have given up the fight against Milton Berle and will close their stores Tuesday nites. A resolution by their trade association said "most of the residents spend Tuesday evenings viewing (the Berle show) . . . and very little thought is given to shopping."

●

THE THREE New York stations which, with WNBT, underwrote the special Pulse study on the first Series game, are hopping mad because NBC released the figures to the press. . . . Shot of Dave Garroway chopping the coax in the current issue of Life pictures him as a dead ringer for Gary Cooper. . . . Past and present diamond stars are finding new careers in video as a result of the Series. Jackie Robinson is doing a daily stint on WJZ-TV, while Chief Bender and George Earnshaw, former Philadelphia hurlers, are on a daily pre-game show over WCAU-TV.

PICTURE OF THE WEEK



Dr. Frank Stanton, CBS President (left), explains CBS color television camera to FCC Chairman Wayne Coy at official demonstration of the color system at the Carlton Hotel Grand Ballroom in Washington, D. C. Temporary video studio was set up in a parlor of the hotel.

The Week In Television

Network Shows Color At FCC Hearing

It was CBS' turn in the FCC spotlight at the color hearings in Washington. The web demonstrated its color system on the AT&T hookup between Washington and New York, with little or no loss in picture quality. Prexy Frank Stanton urged immediate adoption of the best color system, said Columbia's is "ready today" and the most economical. . . . NBC announced rate increases up to 40 per cent for 22 of its affiliates and the move was seen as forerunner of a general rate boost for the entire industry. Increases in all cases are based on rapidly growing number of receivers in circulation. . . . Negotiations between SAG and the Eastern talent unions reached a stalemate, with SAG refusing to join the proposed "Television Authority" and threatening a withdrawal from AAAA if its jurisdiction is affected. . . . Pool coverage of the World Series was carried by 54 stations in 29 cities for a total estimated audience of between 17 and 20 million. . . . AFM prexy James C. Petrillo, meeting with agencies and producers, said that a scale for musicians employed in TV films will be sent out this week and indicated that he will demand a royalty payment to the union for each airing of these films.

Net Demonstration Concluded; RCA Starts Today

(Continued from Page 1)

with the skies leaden and the light poor, and with a heavy rain pouring down on the Roosevelt and Western Reserve high school junior varsities which participated in the scrimmage.

Nonetheless, the pictures received on the Carlton ballroom receivers were bright and easily seen. There was no flicker, color fringing nor color breakup. It was interesting to note, too, that fast moving buses and automobiles in the rear flashed across the screen without color breakup. And despite the fact that the jerseys were quite similar—orange and maroon—they were easily distinguished on the color screen. That wasn't the case with the black and white picture.

Much had been made during last week's hearings about being able to follow the ball on a color screen. The football was plainly seen as it flashed to the backfield and was kicked and passed. Just to make the show more impressive, Adrian Murphy, CBS vice-president, and emcee of the demonstration, had a couple of baseball players toss a ball around and hit it. The white ball was just as clearly seen as it would be on a black-and-white screen.

As in Thursday's demonstration, RCA was silent all through the tests, apparently willing to state its own case today at the Washington Hotel demonstration it is putting on for

Not till today's demonstration will anybody but a few RCA executives, outside of the engineers who worked on the system, be able to see RCA color video.

New DuM 19-Inch Sets To Sell For $495, Up

Introduction of three new DuMont receivers featuring the firm's recently-developed 19-inch short-necked tube was announced over the weekend by Ernest Marx, general manager of receiver sales. Lowest priced set in the new line, now being delivered to dealers, lists at $495. The other two models are priced at $545 and $645. All three are console models.

Named WGN-TV Director

Chicago—Ernest Lucas, formerly film editor of the WGN-TV Chicagoland Newsreel, has joined the station's program department as director. His first assignment will be the Chicagoland Mystery Players.

Trammell Heads NBC Board; McConnell Named Web Pres.

(Continued from Page 1)

relinquishing the post as president of NBC came with dramatic suddenness on Friday morning. Rumors had been current in radio for some time that he might retire as president. However the dopesters had not included the name of McConnell as the probable successor to President Trammell.

Has Impressive Background

McConnell, who was elected executive vice-president of RCA last July, will bring to the NBC presidency an impressive record of accomplishments as a lawyer, finance executive and administrator.

He was vice-president in charge of finance of RCA prior to becoming executive vice-president and has been associated with the corporation since 1941. In that year, he joined the Legal Department of the RCA Manufacturing Company, now the RCA Victor division. He became General Counsel of the organization in 1942, and three years later he was elected vice-president and general attorney of the RCA Victor division. From April, 1947, to January, 1949, he served the same division as vice-president in charge of Law and Finance.

A native of Davidson, N. C., McConnell was graduated from Davidson college in 1927. In 1931, he received a Law degree from the University of Virginia. He practiced law in West Palm Beach, Fla., and in Charlotte, N. C.

In 1935, McConnell became an associate in the New York law firm of Cotton, Franklin, Wright and Gordon (now Cahill, Gordon, Zachry & Reindel), where he specialized in legal phases of government regulation of corporate enterprises. He is a member of the Phi Beta Kappa and Kappa Alpha fraternities.

Trammell Issues Statement

Trammell, in recommending the appointment of McConnell as president of the network, issued the following statement:

"For some time it has been evident that with the rapid development of television and the changes in radio broadcasting technique, I could better serve the interests of the National Broadcasting Company by being relieved of administrative duties and be able to devote more of my time to client, talent and station relations in both radio and television. In selecting Mr. McConnell to be President of the National Broadcasting Company, I am confident he will contribute materially to the continued success of our operations in the changing era ahead. Mr. McConnell, who is forty-three years of age, has been associated with the operations of RCA for the past twelve years. He has had successful experience in finance, law and business administration. Prior to his election today as President of the National Broadcasting Company, Mr. McConnell was Executive Vice-President of RCA and worked closely with NBC in dealing with its expanded business problems. Mr. McConnell is thoroughly familiar with our operations and personnel and his election, I know, will be enthusiastically applauded within and outside the Company."

General Sarnoff Comments

General Sarnoff, who is vacating the chairmanship of the NBC board in favor of Trammell, said:

"The step was taken because we agreed with Mr. Trammell's view that expansion of the broadcasting business which the growth of television makes possible and changing conditions in the industry, required him to be freed from administrative duties so that he can give more of his time to talent, client and station relations, and to the major developments of the Company. My interest in NBC continues as heretofore and I remain a member of its Board of Directors."

Became President in 1940

Trammell has been president of NBC since July 1940, and has held important executive positions in NBC and RCA for more than twenty-six years. Mr. Trammell joined RCA in San Francisco in April, 1923, and transferred to the National Broadcasting Company in March, 1928, as a salesman. In May, 1928, he was made Manager and Vice-President of the Central Division with headquarters in Chicago. In December, 1938, he was made Executive Vice-President of the Company in New York.

Fair Trade Manufacturers Spend $318,124,185 In '48

Manufacturers in 12 fields in which fair trade is prevelant, spent $381,124,185 on national advertising in radio, newspapers and magazines during 1948, it was announced in a memorandum on "Fair Trade and Prices" released Friday by Dr. John W. Dargavel, chairman of the Bureau of Education on Fair Trade. This amount constitutes 41 per cent of the over-all total of $922,358,413 spent for national advertising in these three media, Dr. Dargavel said.

Bunche Talk On WQXR Scheduled For October 14

Dr. Ralph Bunche, of the United Nations staff, will be heard exclusively over WQXR, New York, in an address on "A World Unity of People" at the Harlem YWCA on Friday, Oct. 14, 9:30-9:45 p.m.

Stork News

Dan Morley, program director of Bruce Chapman Productions, is the father of a girl, Linda, born Oct. 3 in New York. Mrs. Morley is the former Ruth Homond.


BERT PEARL
Ace MC and mainspring of the happy gang • sings, plays piano, directs


EDDIE ALLEN
THE "SWOON GOON OF GANG


CLIFF McKAY
CLARINET-SAX AND VOCALIST


JIMMIE NAMARO
XYLOPHONIST-PIANIST


HUGH BARTLETT
ANNOUNCER COMEDIAN


KATHLEEN STOKES
INTERNATIONALLY KNOWN ORGANIST


JOE NIOSI
BASS VIOLINIST OF TOP NET SHOWS


BOB GIMBY
TRUMPET AND VICTOR RECORDING ARTIST


BLAIN MATHE
CONCERT VIOLINIST PLUS BOOGIE WOOGIE


GEORGE TEMPLE
ACTOR AND PRODUCER

Tops!

14-9 Rating

NOW TRANSCRIBED AND AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP IN THE U.S.A.

the Happy Gang

the most fun-sational show in radio history —the show that holds the four topmost honors over the Trans-Canadian network of the C.B.C.

- LARGEST RADIO AUDIENCE
- TOP NETWORK DAYTIME PROGRAM
- TOP SPONSOR IDENTIFICATION
- BEAVER AWARD (RADIO'S OSCAR)

And Here's the Proof . . .

. . . *FROM A LISTENER:*
"May God bless each member of your cast in your efforts to cheer us and make our lives a little brighter."
N.M.L., Norwood, N. Y.

. . . *FROM AN AGENCY:*
"I was not surprised when surveys taken in six cities gave the Happy Gang show a *first* in five out of six markets."
Mary R. Miller, Radio Director, Newman, Lynde & Associates Inc.

. . . *FROM A SPONSOR:*
"Happy Gang sponsors will find themselves featuring a show that's sure to bring favourable comment, friends, contacts and best of all—increased sales."
Foremost Dairies

For exclusive rights in your locality, order your audition samples NOW. All offers subject to prior sale.

GARRY J. CARTER INC.
Radio Productions
NEW YORK 366 Madison Avenue — Vanderbilt 6-3417
BUFFALO 1373 Fillmore Avenue — Bailey 0520

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 7 | NEW YORK, TUESDAY, OCTOBER 11, 1949 | TEN CENTS

RCA HAS NEW COLOR-TV TUBE IN WORK

In Experimental Stage; Will Be Ready In 6-12 Months, Firm Tells FCC At Video Session In Capital

By FRANK BURKE
Editor, RADIO DAILY

Washington—Revealing that Radio Corporation of America now has in the process of development a new tube for television sets capable of receiving color television, Dr. Elmer W. Engstrom, vice-president in charge of research for RCA Laboratories, gave a progress report on color TV to members of the FCC and television experts assembled at

(Continued on Page 7)

FCC Announces Days For Analysis 'Week'

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday announced the dates for program log analyses to be covered by broadcasters whose license renewal applications are due next year.

Program information must be included covering a composite week including the following days in 1949; Monday, January 17; Tuesday, March 1; Wednesday, April 6, Thursday, May 12; Friday, July 22; Saturday, Sept. 10; Sunday, Oct. 9.

Move To Double Set Fee In Canada Is Protested

Montreal — Liberal members of Parliament have protested against a proposal to double the present license fee of $2.50 on radio sets. A. D. Dunton, CBS chairman, has said that unless the CBS obtains more revenue it will not be able to carry on present services.

During recent hearings on this subject before the Royal Commission there were suggestions that the needed revenue be supplied through a statutary grant by Parliament, in the same way that the Government

(Continued on Page 2)

KTSA Stock Transfer Completed To Express

San Antonio, Texas—Final transfer of stock in KTSA and KTSA-FM, to the Express Publishing Co., has been made, according to an announcement made here following a final meeting held in Dallas, where final arrangements were completed. Purchase price was $450,000.

The transfer was made from the

(Continued on Page 2)

Not So Tough

Oklahoma City—On one of WKY-TV's regular weekly wrestling telecasts were fifty handicapped boys who have been attending the matches as guests of the promoter. Immediately after the telecast 21 persons, following an example set by one of the wrestlers, pledged $10 apiece to buy YMCA memberships for the boys.

No Paper Tomorrow

Tomorrow, October 12, is Columbus Day, celebrated in most of the states of the Union as a legal holiday. In observance, RADIO DAILY will not be published.

CBS White Collarites Request Pact Parley

The CBS chapter of the United Office and Professional Workers of America (CIO) has asked network officials to meet with union representatives "immediately" to resolve contract differences.

The letter was mailed Friday by the union's steering committee to CBS board chairman William S. Paley, president Frank Stanton, and vice-presidents Joseph H. Ream, Lawrence W. Lowman, and Howard L. Hausman. The contract dispute involves NLRB certification, wages, working conditions, job security, and other issues. The present UOPWA-CBS pact expires Dec. 1.

Receiver-Tube Sales Up Sharply In August

Washington Bureau of RADIO DAILY

Washington—RMA has announced that radio tube sales rose sharply in August, to a total of 13,505,940, compared with only 10,117,925 in July. The August, 1948, total was a booming 16,722,177 units, however.

Of the August sales this year, 9,659,033 were for new sets, 2,788,824 for replacements, 779,811 for export, 278,272 for Government agencies.

High Power FM 'Era' Predicted By Ware

Washington Bureau of RADIO DAILY

Washington — FM's "low-power era" is at an end, FMA president William E. Ware said last week. He pointed to the licensing by the FCC of 30 FM stations to operate at full-power—three at 50 kw or more, two at 40 kw or more and five at 20 kw or more.

This means, said Ware, that "new areas will be opened up where the

(Continued on Page 6)

Record Total Of Stations Air Gov't Market Reports

Washington Bureau of RADIO DAILY

Washington—A total of 1,137 stations—including 76 FMers—are now carrying Government farm market reports, a survey just completed by the Department of Agriculture reveals. This is 58 more than carried

(Continued on Page 3)

4-A Central Council Will Meet In Chicago

Chicago—The central council of the American Assn. of Advertising Agencies will hold a two-day meeting at the Drake Hotel on Thursday and Friday, with problems of mer-

(Continued on Page 3)

Cards Urge Sponsors To Drop WBT Support

National advertisers on WBT, Charlotte, N. C., have received hundreds of penny postcards, signed apparently by local citizens, urging the dropping of commercials over the station because 10 engineers have been "unjustly discharged for union activity."

The cards, which were addressed with rubber stamps to the sponsor-

(Continued on Page 2)

Colman Records Show For United Nations Day

West Coast Bureau of RADIO DAILY

Hollywood—Ronald Colman yesterday recorded a special 15-minute transcribed show for use by stations throughout the country in connection with the celebration of United Nations Day, Oct. 24.

The transcriptions, which will be

(Continued on Page 2)

Int'l Group To Consider Ban On Canned Music In AM-TV

(By Cable)

Geneva—A proposal that all canned music in TV, radio and films, be abolished will be offered at a meeting here of the advisory committee of the International Labor Office on Oct. 24. On the agenda of the meeting is a discussion of the rights of performers who record. It is understood that all forms of the reproduction of sound will come up for consideration.

Adoption of such a proposal would require that all music in films be rendered by live artists. This would result in a heavy increase in production cost, according to opponents of the idea.

James C. Petrillo, president of the American Federation of Musicians, yesterday was reported to be following "closely" a move by the ILO

(Continued on Page 3)

Service

The entire two-hour long ABC program, "Kate Smith Calls," last night was devoted to a special salute to Red Feather campaigns of 1,250 Community Chests now raising funds for the support of 14,000 health and welfare services throughout the United States and Canada. Contributions of $100 each were made to nine cities.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*October* 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7⅛	7½	+ ⅛
Admiral Corp.	26¾	25⅞	26¾	.....
Am. Tel. & Tel.	143½	143⅜		
CBS A	22½	22½	22½	+ ¼
CBS B	22½	22	22½	+ ½
Philco	31¼	30¾	30¾	.....
RCA Common	12⅜	12¼	12¼	— ¼
RCA 1st pfd.	73½	73½	73½	+ ½
Stewart-Warner	12½	12¼	12¼	— ¼
Westinghouse	26¾	26¼	26¾	.....
Westinghouse pfd.	101⅛	101	101	— ⅞
Zenith Radio	27⅞	27⅝	27⅝	— ⅜

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅞	2¾	2⅞	+ ¼

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14¼	15¼
Stromberg-Carlson	12	13½

WRQN Now WVOP

Vidalia, Ga.—WRQN, Vidalia, has changed its call letters to WVOP, for "Voice of Progress." The station operates full-time with 250 watts on 1450 kc.

AD AGENCY
RADIO — TV PACKAGE PRODUCERS

Immediately available as Radio-TV production assistant and/or Man Friday to busy Radio-TV producer. Four years similar experience with top N. Y. agency. Write RADIO DAILY, Box 277, 1501 Broadway, N. Y. C.

KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KTSA Stock Transfer Completed To Express

(Continued from Page 1)

Taylor Radio and Television Corp. which had an option to buy all the stock in the Sunshine Broadcasting Co., former owner of KTSA and KTSA-FM, local CBS affiliate.

Representing the Express Publishing Co., at the meeting were Frank G. Huntress, Jr., Leroy Denman, Jr., and Charles D. Lutz. Sunshine was represented by Gene A. Howe and Taylor was represented by O. L. Taylor.

Move To Double Set Fee In Canada Is Protested

(Continued from Page 1)

covers the deficits of the publicly-owned Canadian National Railways and Trans-Canada Air Lines. It is considered doubtful whether any Government decision will be announced before next year.

Edgar P. Kampf

Edgar P. Kampf, DuMont sound engineer and husband of Idella Grindley Kampf, a program supervisor for the Mutual network, died suddenly at 7 a.m. yesterday following a lengthy illness. Funeral services will be held tomorrow at 10:30 a.m. in the chapel of St. Bartholomew's Church, Park Avenue at 50th Street.

The deceased formerly was a sound engineer at NBC and president of Time Abroad Recording Company. He served in the Navy during the war as supersonic specialist and as author of several training manuals on the subject.

Recording Deal Set

Chicago — According to an announcement made here by William Putnam, president of Universal Records, all masters of his company are being leased to London Records. This includes all the Harmonicats recordings, and the Al Morgan recordings, including his "Jealous Heart," together with the forthcoming recording reported to be better than the Harmonicats' "Peg O' My Heart"—Frann Weigle's multiple voice recording of "Rockin' Chair" and "Diary Of Broken Dreams." London Records will also have the option of first choice of all forthcoming releases made by Universal Records.



Colman Records Show For United Nations Day

(Continued from Page 1)

sent out to stations this week, were contributed by RCA to the National Citizens Committee on UN Day. The show is produced by the UN Radio Division.

The program will include statements by Mrs. F. D. Roosevelt, Ralph Bunche and Eddie Rickenbacker.

Colman will act as narrator.

Hooper Makes Change In Method Of Reporting

The method of reporting Program Hooperatings, as contained in the Hooper Pocketpiece, will be changed effective Nov. 1 "so that comparability with the past, present and future in ratings will be maintained despite TV," C. E. Hooper announced today.

Three New Columns Planned

Three new columns of information will appear on each page of the Pocketpiece replacing the "Sets-In-Use" column. These will be titled "Broadcast Audience Index" (radio and/or TV homes using sets); "TV Audience Index" (TV use in TV homes identified in the random sample); "Radio Audience Index" (radio use in radio homes identified in the random sample).

Cards Urge Sponsors To Drop WBT Support

(Continued from Page 1)

ing companies without indicating any specific officials, contained a form text signed by various persons at different addresses. There was no reference to any union or labor official on the cards.

The text follows:

"It is my understanding the management of radio station WBT has unjustly discharged ten engineers for union activity. Such action is inexcusable. The Union states they are agreeable to letting an impartial arbitrator decide whether the company's action was justified, but WBT refuses to arbitrate. I am sure that you agree with me that no respectable company would take such an attitude towards its employees. As one who uses your product I request that you discontinue your support of the Jefferson Standard Broadcasting Company by refusing to advertise over its facilities.

Thank you"

One advertiser over the station, Griffin Manufacturing Co. of Brooklyn, N. Y., disclosed that it received between 60 and 75 of the cards throughout last week.

Wrong bailiwick



Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

End 'Canned' Music, Says Int'l Labor Unit

(Continued from Page 1)

committee for the consideration of a proposal to do away with canned music for screen, TV and radio. Doubt was expressed that the proposal would find acceptance.

London — British film producers take a most serious view of the ILO advisory committee to abolish all "canned" music in film production, broadcasting and television. Should the proposal be accepted, they predict production costs would rise by thousands of pounds, with newsreels hard hit and second-feature production all but eliminated.

British delegation to the Geneva meeting will include Hardy Ratcliffe, secretary of the musicians union, who goes over for the Trades Union Council as a technical adviser, and probably a leading member of the British Film Producers Association.

Allan Brown Joins WINS

Allan Brown, formerly of WMMW, Meridan, Conn., has joined WINS, New York as morning man handling the 8:30-9 a.m. record and comment show. His regular WMMW program will continue to be aired for a time by transcription, in response to listeners' requests.

Dorothy, The First

Dorthy Kirsten, star of "Light Up Time" with Frank Sinatra on NBC, and a leading soprano of the Metropolitan Opera Assn., has been named Queen of the First Annual Tobacco Bowl Festival, to be held in Richmond, Va., starting on Oct. 12.

Edna Barnes Joins Lang-Worth

Edna Barnes, record librarian for WCBS for the past eight years, has just been added to the staff of Lang-Worth Feature Programs, Inc. As assistant to Winifred O'Keefe, vice-president in charge of Artists and Repertoire, Miss Barnes will work on music research, copyright data and the new catalog to be issued concurrently with the New Lang-Worth 8-inch Transcription Library. Prior to joining CBS, in 1940, Miss Barnes enjoyed a long and interesting career as a concert vocalist.

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Record Total Of Stations Air Gov't Market Reports

(Continued from Page 1)

the material a year ago, and is an all-time high. Questionnaires were sent 1,944 stations, with 1473 replying. Of the 1,137 which carry the reports, 1,032 reported carrying livestock market news regularly, 548 reported carrying fruit and vegetable data, 600 grain and hay, 782 dairy and poultry, 235 cotton and 37 tobacco.

Regional Football Web Set In West Virginia

Morgantown, W. Va. — Thirteen radio stations in West Virginia are carrying West Virginia University football games this fall over the Mountaineer Football Network. Announcer for the games, which are originated at home and abroad by Radio Station WAJR, of Morgantown, is Jack Fleming. Bos Johnson is the color man.

Stations being fed by WAJR on the network are: WWVA, in Wheeling; WMMN, in Fairmont; WBLK, in Claksburg; WPAR, in Parkersburg; WCAW, in Charleston; WCFC-FM, in Beckley; WLOH, in Princeton; WLOG, in Logan; WBRW, in Welch; WOAY-FM, in Oak Hill; WRON, in Ronceverte; and WEPM, in Martinsburg.

A similar network is planned for the basketball season following the gridiron period.

Richard Rawls Named To ABC Sta. Relations

Richard B. Rawls, manager of television operations for ABC since January, 1946, has joined the stations relations department, where he will concentrate on television activities.

Rawls was manager of studio operations in New York for CBS-TV from 1939 to 1943, and has had extensive experience in the legitimate theater.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Baking Company Signed For Football Sponsorship

Nashville—Contract for the broadcast of all 1949 Vanderbilt University football games over WSM was signed last week by the American Bread Company of Nashville. Full coverage—at home and away—of all ten Vanderbilt games will be given by WSM sportscaster Dave Overton and crew.

Irving Waugh, WSM commercial manager, closed the deal just before the season opened, with Bernard Evans, president of American Bread. The sponsor, a Nashville owned firm, bakes Holsum bread and Holsum cakes. This schedule of football broadcasts over WSM makes radio sports a year-round affair for Holsum, as they were already sponsoring Vanderbilt basketball games and the full season of Southern Association baseball with the Nashville vols.

Recording KMPC Show

Hollywood—Roddy McDowall is recording his daily radio show on KMPC which will be transcribed during November when he will be on location as star of his new Monogram film, "Killer Shark." The 30-minute Roddy McDowall Show is released at 4:30 p.m., Mondays through Fridays. Tomorrow night at 7 o'clock he does a guest stint at CBS's Hallmark Show.

4-A Central Council To Meet In Chicago

(Continued from Page 1)

chandising and financing prominent on the agenda.

Friday's open session will be preceded by a management parley Thursday afternoon, with Frederic R. Gamble, 4-A president, serving as moderator. At Friday's general session William H. Alberts, head of a chain of supermarkets, will speak on "Why We Feature Nationally Advertised Brands." Fairfax Cone, Foote, Cone & Belding board chairman and 4-A vice chairman, will speak on "I Wish We Had Done These Campaigns."

Other Speakers Listed

Other scheduled speakers include Louis L. Brockway, executive vice-president of Young & Rubicam; Clarence Goshorn, president of Benton & Bowles; Harold H. Webber, FC&B vice-president; Henry W. Haupy, B B D & O vice-president; Samuel G. Barton, president of Industrial Surveys, and Enno D. Winius, president of Winius-Drescher-Brandon, St. Louis.

About 200 admen are expected to attend the Chicago conclave. Earle Ludgin, president and treasurer of the Earle Ludgin Agency, is chairman of the Central Council 4-A board of governors.

for profitable selling INVESTIGATE
WDEL WILMINGTON DELAWARE
WGAL LANCASTER PENNSYLVANIA
WKBO HARRISBURG PENNSYLVANIA
WRAW READING PENNSYLVANIA
WORK YORK PENNSYLVANIA
WEST EASTON PENNSYLVANIA
and
WDEL-TV WILMINGTON DELAWARE
WGAL-TV LANCASTER PENNSYLVANIA
NBC AFFILIATES
STEINMAN STATIONS
Clair R. McCollough, Managing Director
Represented by ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

The Deems Taylor Concert

A Radio Program that's

who?

WHO LISTENS TO THIS KIND OF MUSIC?

20% of the people will tune out almost everything to listen to it, and an additional 40% like to listen to it occasionally during the week . . . enough people to provide your half-hour with a sizeable audience, an audience that is responsive, articulate, and in the upper buying brackets.

WHO BUYS THE SHOW?

WOR New York, WGN Chicago, WBEN Buffalo, WCCO Minneapolis, KHJ Los Angeles, CKLW Detroit, WWDC Washington, KQV Pittsburgh, WHB Kansas City and a big list of leading stations from coast to coast.

WHO SPONSORS THE SHOW?

Banks, public utilities, loan companies, insurance companies, department stores, music stores—and even breweries, furniture outlets, drug and food chains, and many others, including many national accounts.

WHO IS DEEMS TAYLOR?

He is dean of American music, famous as a music critic and radio commentator, a gifted composer in his own right. Suffice to say that for years on end he's been intermission commentator in the New York Philharmonic Society broadcasts.

a "SLEEPER"

A few minutes spent reading about the "Deems Taylor Concert" will not be wasting your time, I assure you. It's the smartest, most distinctive musical program on the air today . . . five half-hours per week of the choicest recorded classical and semi-classical masterpieces, interspersed with the witty, civilized commentary of Deems Taylor, the dean of American music.

why?

WHY IS THIS A GOOD VEHICLE FOR YOUR STATION?

Because it's the best program in this field; because it's a welcome contrast to your other types of programming; because it's one of the few shows that can buck severe competition; because it will also adequately fill in that half-hour strip that's in "fringe" time; because it will get you that unusual type of sponsor that you generally cannot sell.

what?

WHAT DOES THE PROGRAM CONSIST OF?

Five half-hours a week of the best recorded music in the classical and semi-classical field—plus the transcribed commentary of Deems Taylor. We furnish everything—all the records plus the transcriptions in one neat package.

WHAT DOES THE *Deems Taylor Concert* COST?

So little, that you'll be pleasantly surprised. Write or wire for rates, descriptive literature and audition platter.

Walter Schwimmer
President

RADIO FEATURES, Inc., 75 E. Wacker Drive, Chicago 1, Illinois

High Power FM 'Era' Predicted By Ware

(Continued from Page 1)

public will be benefited by being able to select a greater variety of radio programs as maximum service increases." He hailed the trend among AM broadcasters to operate at maximum capacity as a hopeful note along with the "trend among the manufacturers to equip their TV sets with full-range FM, providing FM station reception.

Sees Recognition Increasing

"More and more broadcasters, as well as manufacturers," Ware said, "are beginning to recognize the powerhouse team of FM and TV."

NEED A PROGRAM DIRECTOR?

12 years experience—five as program director—on three stations, one a N.Y.C. network. Good, saleable programming — production — announcing —promotion—traffic. Fine educational background. Age 30 — married. All former employers as references.

ROBERT M. HOPE
40 East 66th St., N. Y. C.
BUtterfield 8-2688

WMAR TV
CHANNEL 2 BALTIMORE

TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a *sure identification* of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: "Counterspy" going off the air Oct. 20th for 10 weeks. Budget trouble. . . . Charlotte Manson and Dick Brown went and dood it over the weekend. . . . Joe Franklin, the young man with the old records, back from a short stay on the coast transcribing interviews for his syndicated show. Expects to announce new radio-TV plans this month. . . . Leo De Lyon, one of the column's pets knocked 'em dead last week at the Friars Frolic on the coast and drew three movie bids within 24 hours. . . . Look-alikes: Jack Wyatt and Garry Moore. Sound-alikes: Wm. Lundigan and Geo. F. Putnam. . . . Alfred Drake, whose "Anyone Can Win At Gin Rummy & Canasta" is now on the book stalls, was being kidded about it at Sardi's. "I hear," said Peter Donald, "that it was banned in Boston because there's a raw deal included in Chapter Six." . . . Bob Monroe, producer of "Take A Number," planning to make some films in N'Yawk. First on the agenda will be an adaptation of one of his "High Adventure" radio dramas. . . . Geo. Jessel sez it takes two to make a marriage—a single gal and an anxious mother. . . . Lester Lewis building a new TV interview stanza for World-Telly radio editor, Harriet Van Horne. What's more, he's got it practically sold. . . . Goodyear bought a half-hour musical show with Paul Whiteman for ABC-TV. . . . Everyone talking about Joe Hasel's great job on the pro football game Sat. between Chicago Cardinals and the Phila. Eagles. Overnight the guy's become a top pigskin caller.

☆ ☆ ☆ ☆

Pome by Irv Cahn: Bogie ain't a cavalier
For tossing Robin on her rear.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Bob Shepard, who announces such stanzas as "Counterspy," "Break the Bank," "Mr. D.A.," etc., rates emcee consideration. We still remember the high grade job he did on "Take a Number," "Golden Hope Chest" and "Battle of the Boroughs." . . . Alice Frost, of radio's "Mr. & Mrs. North" series, resuming her legit career this fall. . . . Publicist Walter Kaner adapting his transcribed "Adventures in Stamps" series for TV. . . . Guy Lebow narrating a series of sports shorts for high school and colleges with emphasis on sportsmanship and character building. . . . One of Blanche Gaines' busiest writers is Carol Warner Gluck, who's been scripting "Mystery Theater" on CBS for over a year and recently had her first TV script on "Mr.I.Magination." . . . Add IMPressions: Milton Berle: TVerrific. . . . Suspense: Autolightning. . . . World Series: WORfare.

☆ ☆ ☆ ☆

● ● ● Larry Schwab's favorite hobby (he's a radio ham operator) paid dividends the other p.m. when he was out in Staten Island shooting some film. The hour was getting late and the boys were getting nervous as they wanted to inform their wives they'd be home late and they were miles from any phone. But Larry, who even has a transmitter in his car, solved the problem easily. He merely called in the various wives via his set and everybody was happy.

☆ ☆ ☆ ☆

● ● ● WORLD'S SERIES THAWTS: The Bklyn Eagle gives up hard. In Monday's edition, they had the Series listed as one of the day's "best bets." . . . How about the hot Bklyn fan who kept switching channels on his TV set Sunday trying to get another score? . . . The television running commentary, in our opinion, was too cold and too BRITTle. . . . Can't understand why Mel Allen seemed to be so much in awe of R. Barber during the Series. In our book, Mel's the greatest.

☆ ☆ ☆ ☆



TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

NEW RCA COLOR-TV TUBE IN WORK

TELE TOPICS

WHEN IT WAS first announced that "Break The Bank" would move to NBC as separate AM and TV airers rather than a simulcast, it was to be assumed that video-wise, the show would improve. After all, we thought, once freed from the restrictions of radio, the show could fully utilize the potentials of the visual medium and, perhaps, become an exciting quiz show. But, alas and alack, 'twas not to be. Except for two visually-gimmicked questions, the entire affair looked exactly as it did when it was simulcast on ABC. Contestants stood uneasily before a floor mike, and Bert Parks, the frenetic emcee, continued to use a hand mike. To complete the radio picture, Parks was seen waving for applause when a question was answered correctly, and announcer Bud Collyer read his lines from a script. "Break The Bank" has the opportunity to become interesting TV, but on the opener, at least, it muffed the chance completely. . . . Sponsored by Bristol-Myers through Doherty, Clifford & Shenfield, program is written by Joe Kane, produced by Ed Wolf and directed by Jack Rubin.

●

IN HIS SYNDICATED COLUMN yesterday, John Crosby offered some sage advice that we think is worth repeating. "Television is in a golden age now," he said, "because it doesn't know how to be successful; it can strive only to be good. (A lot of it is very bad, but at least beads of sweat are visible even on its worst programs.) Television can't strive downward because it doesn't yet know where downward is. I hope it never attempts to find out. Radio's guiding philosophy—the counting of heads, the Hooperating—ought to be supplanted by some earnest effort to find out what is going on in those heads. Truth in television will, I'm convinced, pay the largest dividends in the end."

●

"YOURS TRULY, JOHNNY DOLLAR," CBS radio series, will become a TV feature from the Coast within a month, completely independent of the AM program. Charles Russell, who stars in the radio show, will play the role of the insurance investigator on video also. Program will be CBS's second Hollywood feature. The first is the Ed Wynn show which bowed on the web last week. . . . Donn Arden and Ron Fletcher have been signed to choreograph and stage production numbers for the Olsen & Johnson show. Both have had extensive nite club experience. . . . Kenneth L. Carter has resigned as account exec. at WMAR-TV, Baltimore. . . . WAVE-TV, Louisville, carried the Series by special relay off the air from Cincinnati for video and a leased wire for audio. John Boyle, station director, said pictures were not as clear as regular WAVE-TV transmissions, but good enough to follow all the action.

Development Disclosed At Hearing In Washington; Firm Shows FCC Color Much Improved Over '47; Would Postpone Coaxial-Microwave Demonstration

(Continued from Page 1)

the Washington Hotel here yesterday.

The color picture tube, now in the experimental stage, will be perfected within the next six to twelve months and will be incorporated in the color TV receivers to be manufactured by RCA, Dr. Engstrom revealed. He said the picture tube development would simplify the construction of color TV receivers.

Prospects of the new picture tube and the disclosure that RCA has perfected a compact new field-type color TV camera highlighted the day's testimony and demonstrations of RCA. The Commission members and assembled TV experts saw transmission of electronic color from the studios of WNBW at the Wardman Park Hotel and viewed the programming on receivers set up in a ballroom of the Washington Hotel.

During the course of the hearing yesterday it was announced that RCA had asked to postpone their demonstration of color TV on the coaxial cable and microwave relays until a later date. It was explained that the delay was due to the fact that RCA television experts had not been able to complete the technical arrangements for these demonstrations at this time.

The color TV shown yesterday showed improvement over the RCA electronic system which was presented for the first time at the Princeton, N. J., laboratories two years ago. The best reception was obtained with a direct view color converter which was attached to a 10-inch standard black and white receiver. In utilizing the set for color, three 10-inch kinescopes and two dechroic mirrors were used. The picture was sharp and the reds, blues, and greens seemed to register well.

Consensus of opinion among TV experts in attendance yesterday was that RCA had progressed a great deal in the development of color TV but that the system was not perfected enough for commercial acceptance at this time.

During the demonstration Dr. Engstrom emphasized that it was a compatible system. He illustrated the point by showing how conventional black and white receivers could receive the color transmissions in black and white without any modifications. However when the color transmission was received on a black and white receiver the contrast quality of the picture seemed to diminish.

Engstrom declared that a viewer of a new color set receiving programs in color, will, when the broadcaster changes from color to black-and-white transmission, see black - and - white pictures without making any changes in his receiver.

The atmosphere of the hearing was reminiscent of the black and white-color TV controversy that raged three years ago. Most of the same personalities who figured then are on hand now and the side-by-side comparative demonstrations of CBS, RCA and Color Television, Inc., scheduled for November may be the climatic event that will tell the story of whether or not color TV is commercially acceptable at this time. CBS experts contend that it is; RCA lets the demonstrations speak for themselves. One thing certain is that the FCC is on the spot and must take some decisive action on the question within the next few months.

Mfr. Scores FCC, Says Industry Should Decide Color Question

Chicago—Bill Halligan, president of the Hallicrafters Radio Corporation, who was one of the guest speakers at the Chicago Television Council luncheon meeting here last week, lashed out at the FCC saying that the radio and television industry itself should decide on color TV and not the Commission.

Halligan said there seems to be a conception that set manufacturers are retarding progress in the industry and said that nothing could be further from the truth. He contended that he and all the other manufacturers should come out with color as quickly as possible. Halligan and other set manufacturers said that they would like to see better programming in the summer, feeling that it would benefit the entire industry and would lead to an increase in sales of TV sets during the slow summer period.

Other television set manufacturing heads also spoke.

Business-Like Debut For WOR-TV Tonight

WOR-TV begins scheduled television programs on Channel 9 tonight at 6:55 p.m. with "no bright lights, no fanfare." The station is the seventh FCC-authorized station to go on the air in the Metropolitan area. However, according to Julius F. Seebach, Jr., vice-president in charge of programs, WOR-TV will dispense with pre-opening ceremonies.

WOR-TV's first evening of scheduled programming ends at 9 p.m., and following this, three of the station's executives will talk briefly about the new station's operating and programming policies. Theodore C. Streibert, WOR and WOR-TV president; J. R. Poppele, vice-president in charge of engineering, and Seebach are scheduled to appear.

WFIL Will Launch In-School Programs

Philadelphia—WFIL-TV will preview its in-school television programming before the entire administrative staff of the local Board of Education on Wednesday. On Friday, Oct. 14, the station will telecast the first of its in-school programs, starting at 2 p.m.

The preview, to be produced via closed circuit, will utilize six large TV screens lent by RCA Victor to WFIL-TV for the demonstration. At present six Philadelphia public schools are equipped with video receivers. Fifty additional sets will be lent by RCA Victor and the Philco Corp. for use during the 1949-1950 school year.

Friday's preview will consist of two programs—"Your Philadelphia," a civic series, and "Science is Fun," which features actual scientific demonstrations.

Three Sponsors Sign For Vanity Fair Show

Three Weintraub agency accounts —Seeman Brothers (Air Wick), Maiden Form Brassieres and Robeson Cutlery—have signed with CBS for 10-minute segments of Dorothy Doan's "Vanity Fair," daytime women's show, on WCBS-TV, New York; WCAU-TV, Philadelphia, and WOIC, Washington, beginning Oct. 17. Seeman and Maiden Form will participate Mondays, Wednesdays and Fridays, and Robeson Tuesdays and Thursdays.

The

BING CROSBY

SHOW FOR

CHESTERFIELD

Every Wednesday Night Over CBS Network



"This is Bing Crosby"

FOR

Minute Maid Fresh Frozen Orange Juice

CBS Network

DAYTIME LISTENING—MONDAY THROUGH FRIDAY

Produced by

Bing Crosby Enterprises

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 8 NEW YORK, THURSDAY, OCTOBER 13, 1949 TEN CENTS

ADVERTISING OUTLOOK REPORTED GOOD

NARBA Meets Again After Holiday Recess

Montreal — Scheduled formal meetings of the North American Regional Broadcasting Agreement Conference were cancelled Monday to let delegates participate in Canada's national Thanksgiving Day celebrations.

Rosel H. Hyde, chairman of the United States delegation and member of the FCC said, "We decided to cancel formal meetings in honor of the Canadian holiday but a few technical groups carried on with

(Continued on Page 5)

Flanagan To Plug Radio In Augusta, Me., Speech

Augusta, Me. — T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, will appear before the Maine Development Commission today for the purpose of presenting "the advantages" of spot radio for advertising this state's recreational facilities.

The Commission is a governor-appointed body whose function it is to publicize the State of Maine as the "vacation land" of the United States.

McCann-Erickson Names Wolfe To The Copy Post

Charles Hull Wolfe has been named director of radio and television copy for McCann-Erickson, Inc.

He was formerly assistant director of BBD&O's copy department and director of the agency's radio-video testing bureau. He is the author of the recently-published book, "Modern Radio Advertising."

Mass Appeal

A rebroadcast Monday over WNYC, New York, of a talk on "How To Live a Hundred Years Happily" drew one of the biggest mail responses in the history of the city-owned station. The talk was originally made by Dr. John A. Schindler of Monroe, Wis., over WHA, Madison, and recorded for distribution to other non-commercial stations.

From A To Z

Four hundred members of Congress have accepted invitations from RCA to attend the color TV demonstrations this week at the Washington Hotel. The legislators have been invited alphabetically. Those from "A to K" will view the TV showing today and the "K to Z" group will attend tomorrow. On Tuesday top government executives including members of the Cabinet and the United States Supreme Court attended the showing.

TV Parleys Soon Aim Of N. Y. AFRA

With or without the participation of the West Coast talent unions, AFRA and the other eastern members of the 4-A's are pushing toward the inauguration this season of negotiations for a TV talent scale. This was indicated by an editorial in the current issue of "Stand By!" official organ of the AFRA New York local.

"There is less time than ever for

(Continued on Page 7)

Bess Named Vice-Prexy Of WPAT In Paterson

Herman Bess, formerly general manager of WLIB, has been named vice-president in charge of sales and programming for WPAT, Paterson, N. J., Dow H. Drukker, Jr., president of the North Jersey Broadcasting Company, announced yesterday. Bess will work with James V. Cos-

(Continued on Page 5)

ANA Survey Reveals Budget Increases In Several Fields; Researcher Cites Radio's Importance As Medium

Most national advertisers will maintain their advertising budgets for next year at 1949 levels, and some will increase their budgets to meet stronger competition, according to a report on Monday at the opening of the ANA's 40th annual meeting, held at the Waldorf-Astoria, New York. These fig-

(Continued on Page 8)

Inter-Amer. Group Board Meets Friday

The three-day meeting of the board of directors of the Inter-American Association of Broadcasters (AIR) will get under way tomorrow at the Waldorf-Astoria Hotel with three main points on the agenda: the selection of a site for the AIR's next general assembly; the reading of a report by Lorenzo Balerio Sicco of Uruguay on his Latin American tour, and a discus-

(Continued on Page 2)

Paley Going To Coast For CBS Conferences

Hollywood — William S. Paley, chairman of the board of CBS, will arrive in Hollywood on next Monday for two weeks of conferences at Columbia Square headquarters of the network. While here he will

(Continued on Page 5)

NAB Issues Fourth Engineering Handbook

The fourth and greatly enlarged edition of the NAB's Engineering Handbook has been mailed to all member stations.

A second mailing to engineers and

(Continued on Page 5)

ABC Sales Executives Given New Web Posts

Harold B. Day, formerly cooperative program sales manager for ABC, has been named to the newly created post of director of radio and television sales development with the ABC Spot Sales Department and Ludwig W. Simmel, who has been business manager of the network's Cooperative Program Department, has been named manager of ABC's Cooperative Program Department.

The realignment of executive

(Continued on Page 5)

'Sam Spade,' 'Whistler' Lead Pacific Hoopers

"Adventures of Sam Spade," "The Whistler," and "Truth or Consequences' ranked one-two-three in the Pacific Program Hooperatings for September, just released.

Other leaders, in order, were "Ra-

(Continued on Page 5)

High Court Upholds Judge In KFI 'Discrimination' Case

Washington Bureau of RADIO DAILY

Washington—The Supreme Court has upheld the right of a trial judge to grant favors regarding trial coverage to one broadcaster which he did not grant to another. The Court refused to review the complaint of KFI, Los Angeles, that Orange County, Calif., Superior Court Judge Kenneth E. Morrison had "with intentional, purposeful discrimination" granted KVOE, Santa Ana, exclusive rights to broadcast the verdict in the famed Overall trial.

KFI had complained in a brief which termed the Morrison conduct a threat to press freedom that after it was denied permission to broadcast from the courtroom and told instead it could set up a microphone on a bridge connecting the courthouse with an adjacent building that "simultaneously with the read-

(Continued on Page 3)

Politically-Minded

A Brooklyn funeral director, A. R. Hernandez, in the person of a private citizen, purchased a series of Spanish-language spots on WLIB urging New Yorkers to "do it now! Register today! Do Not wait for tomorrow! Persons voting for the first time will have to pass a mental test. But do not be afraid of this," the mortician advises.

RADIO DAILY

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WASHINGTON BUREAU
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CHICAGO BUREAU
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Phone: Riverside 3518-9

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FINANCIAL

(*October* 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7¾	7½	7¾	+ ¼
Admiral Corp.	26¾	26⅛	26⅛	— ⅝
Am. Tel. & Tel.	143⅝	143½	143⅝	+ ⅛
CBS A	23⅜	22⅜	23⅜	+ ⅞
CBS B	22½	22½	22½	.....
Philco	31⅝	31	31⅝	+ ⅝
Philco pfd.	81½	81½	81½	— ½
RCA Common	12⅜	12⅛	12¼	.....
Stewart-Warner	12⅜	12⅜	12⅜	+ ⅛
Westinghouse	27⅝	26½	27⅜	+ ⅝
Westinghouse pfd.	101	101	101	.....
Zenith Radio	28½	28¼	28¼	+ ⅝

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅞	2¾	2¾	— ⅛

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12¼	13½

Wedding Bells

Marcia Durant, narrative script writer for CBS-TV's "People's Platform," was married to Robert McKesson Liles, member of the United Press city news staff on Friday, Oct. 7.

Also married this past weekend were Charlotte Manson of CBS' "This Is Nora Drake" and Dick Brown, singer on "Stop the Music."

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address inquiries to Placement Director
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Manuals For Contest On Democracy Out

The Voice of Democracy Committee has mailed out manuals of procedures and rules for the third annual contest for the best broadcast scripts by high school students to all NAB stations, 28,000 public, private and parochial high schools, and Junior Chamber of Commerce chapters.

The contest, directed by the Committee of the three sponsors, the NAB, the RMA and the U. S. Junior Chamber of Commerce, will be held as a feature of National Radio and Television Week, Oct. 30-Nov. 5. Students in the 10th, 11th and 12th grades of high school are eligible. The awards will consist of four scholarships to the national winners who write and voice the best radio scripts on the subject, "I Speak for Democracy."

NAB member station will receive, after Oct. 15, special five-minute transcribed programs, featuring James Stewart, NAB president Justin Miller, U. S. Commissioner of Education, Earl J. McGrath, 1947 contest winner Janet Geister and 1948 contest winner Charles Kuralt, for scheduling during National Radio and Television Week as guides for students competing.

As in previous years, the winners of the 1949 contest will be given, in addition to their scholarship awards, a week in Washington climaxed by the national awards luncheon. In the first two years, awards were made at the luncheon by former Attorney General Tom C. Clark, in nation-wide broadcasts.

Contests begin during National Radio and Television Week in the high school eliminations, after which community competitions pick winners to compete by transcription in the state contests. NAB member stations transcribe the winning scripts, in the winners' own voices, and all entries are judged by these recordings throughout the remainder of the national contest.

Community winners are to be announced on Nov. 12, and state winners by Nov. 26. The schedule calls for the announcement of the four co-equal national winners on Dec. 15.

The four students will be brought to Washington for the week of Feb. 20 next year, and the awards luncheon, attended by national celebrities, will be held on Washington's birthday.

Last year's contest, the second in the annual series, drew more than a quarter of a million contestants in 48 states, the District of Columbia, Alaska, and the Hawaiian Islands.

Join WFIL Sales Staff

Philadelphia—Irving F. Teetsell and Charles J. Hoban have joined the sales staff of WFIL, the Philadelphia Inquirer station. Teetsell formerly was with WFPG, Atlantic City, as sales manager and general manager. Hoban is a veteran of 30 years in selling, advertising, merchandising, and sales promotion.

Inter-American Group Board Meets Tomorrow

(Continued from Page 1)

sion on the commercial broadcasting of government owned and operated stations.

Scheduled to be present at the meeting (open only to board members), in addition to Balerio, are: board president Goar Mestre, Emilio Azcarraga of Mexico, Eneas Machado de Assis of Brazil and Gilmore N. Nunn of the Nunn stations in Kentucky.

19th Year As Sponsor

V. La Rosa and Sons, extensive users of Italian-language radio time throughout the Northeast, are now going into their nineteenth year of broadcast on WOV at the same hour Monday through Saturday—12:30 to 1:00 p.m. La Rosa are leading manufacturers of macaroni products, with plants in Brooklyn, Danielson, Connecticut, and an ultra modern establishment under construction in Philadelphia.

YMCA-Day Show On MBS

The Mutual network on Saturday will carry from the Hollywood Bowl in Los Angeles a special half-hour show planned as a salute to YMCA Day on that date. Ten thousand teen-agers will listen to entertainment supplied by radio and screen stars. The program will be heard from 2-2:30 p.m., EST.

COMING and GOING

EMILIO AZCARRAGA, director of Radio Programas de Mexico, XEW and XEQ, to New York to attend the meetings of the Inter-American Broadcasters Association.

CURT ADAMS, station relations representative for NBC, leaving for Kansas City, where on Sunday he'll attend the opening ceremonies of WDAF-TV.

BILL LEONARD, of "This Is New York" on WCBS, returned Monday from London, where he spent the week-end gathering material for his program.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, on Saturday will be in Washington to attend the outing given by the FCC Bar Association at the estate of Horace Lohnes in Vienna, Va.

JOHNNY OLSEN off for Richmond, Va., to broadcast his "Ladies Be Seated" program at Virginia's first Tobacco Bowl Festival.

CLAUDE H. FRAZIER, commercial manager of WAGA, Atlanta, is back at the station following a trip to New York for confabs with his station reps and with Tom Harker, national sales manager of the Fort Industry Company.

MADELYN WHITE, of the CBS television department in New York, vacationing in Mexico City.

BERT LOWN, of Associated Program Service, back from Dallas and Memphis, where he attended regional meetings of the NAB.

ALFRED E. ANSCOMBE, public relations director of WKBW, Buffalo, N. Y., is at Long Beach, Cal., attending the convention of the Air Reserve Association.

"Hey, Mom, can I go Swimming?"



That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old, and feels that it's high time to take the first plunge.

Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it, you know—by advertising on W-I-T-H.

A *little* bit of money goes a *long, long* way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.

Your Headley-Reed man will glady give you all the dope.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

KFI Loses Appeal On 'Discrimination'

(Continued from Page 1)

ing of the verdict a courthouse janitor, acting under orders of Judge Morrison, seized KFI's microphone, thereby preventing the making of a broadcast, and with the aid of two deputy sheriffs placed KFI's engineer in restraint."

KFI charges of conspiracy between the judge and KVOE, and its suit for $150,000 damages directed against the judge, were thrown out in District Court in Los Angeles and by the Appeals Court. The prime argument of Judge Morrison was the traditional right of a judge to control his court. It was argued that a judge may properly "decline to give a radio station coming into the picture at the close of a trial as convenient accommodations as one that has been there the entire time."

KFI argument had been that "the importance of protecting against this type of censorship transcends, perhaps, all other aspects of freedom of speech and press, for when sources of news are strangled, the other freedoms of press, namely the right to ownership of news and the right to disseminate news, are of little importance. When sources of news are dried up, subsequent safeguards but protect an empty vessel."

New Officers Are Named At KBUR, Burlington, Ia.

Burlington, Ia.—Under a reorganization of the Burlington Broadcasting Co., operators of KBUR and KBUR-FM, G. B. McDermott will become president as well as general manager, it was disclosed this week. McDermott and his associates have acquired a "substantial" additional block of stock in the company operating the station.

Other new officers named in the stock transfer, which awaits FCC approval, are Sidney F. Harris, vice-president; Richard H. Plock, secretary-treasurer. Directors are McDermott, Plock, Clarence W. Moddy, E. C. Cady, Sidney F. Harris and John P. Harris.

Coast News Editors Hold Annual Meeting

Hollywood—Radio News Club, a group composed of local radio writers, commentators and newscasters, held its annual election of officers on Wednesday.

Jim McNamara, KLAC News Chief and retiring president of the organization, announced that the slate of officers, elected for the coming year, includes:

President, Al Gordon, News Editor, KFWB; Vice-President, David Anderson (NBC); Secretary-Treasurer, Carroll Sugar; Assistant Secretary, Betty Penny; Board of Directors: Bob Garred, Clete Roberts, Jim McNamara and Jack Beck.

Play Series Skeduled

Hartford, Conn.—The Randall Radio Playhouse will present a series of three plays over WDRC starting October 16. The weekly series will be directed by Carl Beier and will be broadcast by the station from 10:30 to 11 p.m.

Barrie Joins WFRO

Toledo, O.—Art Barrie has resigned as announcer and public relations man for WSPD, Toledo, to become vice-president and general manager of WFRO, Fremont, O., in which he owns an interest. WFRO now FM, goes AM Nov. 1.

Kelley Now Veepee

St. Petersburg, Fla.—F. J. Kelley has been appointed vice-president and general manager of radio station WTSP and WTSP-FM. Kelley was formerly associated with RCA in its Southwestern Sales Division, with headquarters in Dallas, Texas.



WSB, first in number of Atlanta listeners

more times than all other stations combined

THE RELATIVE SIZE of each ear is based on the latest Hooper Report covering daytime listening habits in metropolitan Atlanta. During the three months (June, July, August,) covered, 48 fifteen-minute daytime periods were measured.

Of the 48, WSB was first in number of listeners 29 times. The second station was first 8 times. The third station was first 6 times, and the fourth station, first 4 times. There was one tie.

29 to 8 to 6 to 4 — daytime!

This ratio shows a pick up of five firsts by WSB over the same survey of the preceding quarter—a gain which becomes more significant because it occurred during the summer months when station preferences are not influenced by routine listening habits.

Morning, afternoon or evening, WSB has ranked an overwhelming first in every survey ever made in Atlanta by any accepted authority.

Because of this dominant audience preference, WSB sponsors consistently have received unusually profitable returns on their investments. Let a Petry man tell you how WSB can serve you.

☆ In television, the WSB-TV ratio is 5 to 1.

WSB *The Voice of the South*

WSB, AM and FM, and WSB-TV are owned and operated by The Atlanta Journal, Atlanta, Georgia

SAN FRANCISCO

By NOEL CORBETT

BILL NITFELD, KFRC news editor, radio's only representative on the Press Club's Board of Directors, now is going into his fourth term.

Shirley Smith at KCBS press has been upped to the job of promotion writer.

Jules Dundes, director of sales and advertising for KCBS, is touring Chicago, New York and other Eastern cities.

Kay Mulvihill is now in charge of promotional activities for KSFO-KPIX. She succeeds Ellen Stern who has left for her New York home.

Former Bay Area disc jockey Bill Baldwin had to desert his San Francisco home for Hollywood before he could get a job as hotel clerk at the (local) St. Francis Hotel. Of course it's in a movie; "Dead on Arrival." Bill was around this week to tell friends his good luck in catching the announcerial spot on the Edgar Bergen Show.

Another KSFO disc jockey, Arch LeRoux is now cutting records under the Frisco Label. Current releases are Edna Fischer's "A Small World" and Bill Anson' "I've Got a Picture Without a Frame."

Mel Venter is now emceeing "Tellotest" for 6:30 p.m., release to the Don Lee Coast Network. Show is of quiz variety.

Reports from retailers, compiled by the Northern California Electrical Bureau are that there are over 12,000 TV sets in the Bay Area. Other predictions among radio-TV circles are that there will be four times that many by the end of the year.

First fashion show to be televised in the Bay Area will be seen over KGO-TV when Livingstone Brothers puts on Delta Gamma Sorority's annual fashion show at the Palace Hotel. Evangeline Baker will do the fashion commentary.

New TV Package Planned

Hollywood—Deal is in the making between William Gargan and Ralph Bellamy for them to co-star in a new TV package, "The Brain." Gargan has readied the program which deals with case histories of people who met their death through capital punishment. Bellamy would be the narrator for the series. Gargan headquarters in New York for his radio-TV starrer, "Martin Kane, Private Eye," and Bellamy headquarters there for his starring role in "The Detective Story."

AC-DC Transcription Players
Tape, Wire, Disc Recorders
Sales—Rentals—Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● Du Mont's new Chi. sales office is now located at 135 S. La Salle Street (Room 1256) with Gil Berry in charge. . . . Lawyer Jonn Moser will be passing out cigars in about three weeks. With two boys already in the Moser clan, John hopes the next offspring is a gal. . . . John's partner, Tom Compere, still stiff from his military workout at the National Guard encampment at Camp McCoy, Wisconsin where he is a high muck-a-muck. . . . ABC legal big-shots arriving in town Thursday for the National Labor Relations Board Hearings to be held at the Midland Building in the NABET-IATSE controversy. Both unions want jurisdiction over the web's engineers.

Chicago

☆ ☆ ☆ ☆

● ● ● All TV set manufacturers are allocating sets for the coming Christmas buying season. And they all admit that they have to recognize the fact that selling TV sets is about an 8 or 9 month job. Viewers just won't do any set buying in the summer months. . . . That new rectangular TV tube which Owens-Illinois announced last week was first reported in this column several months ago. . . . Thirty-seven set manufacturers were represented at big Television Show at the Coliseum which ended a record-breaking engagement at the Coliseum Sunday night. Art Holland, who promoted the deal, tells us the attendance was 155,000—almost double last year's! The big draw this year, of course, was Eddie Cantor.

☆ ☆ ☆ ☆

● ● ● Doctor Herold C. Hunt, general superintendent of the Chi. Public Schools, will be host at the 13th annual School Broadcast Conference which will be held here at the Sherman Hotel for three days starting next Tuesday. . . . Doctor Benjamin Fine, education editor of "The New York Times" will be the speaker at the conference's luncheon next Wednesday. . . . Dr. Hunt says he expects a record-breaking attendance with educators interested in radio coming here from all over the country. . . . George Couper, Jr., has resigned as account executive at Simmonds & Simmonds, to accept a similar post with Robert Race & Associates. . . . Big shake-up at local FM station WMOR. Ralph Wood, war veteran who was one of the guiding lights in the formation of the FM outlet, has resigned as president and is taking 45 days leave of absence to sell FM transit radio. New prexy is Bernard I. Miller, of the Bache and Co., stockbroker's firm. Man behind the throne is Restauratuer Dario L. Toffenetti, head of the restaurant chain bearing his name. He's chairman of the board. Other officers elected at the annual board meeting last week were: Jules Pewowar, "Dynamo Dave" Edelson, Herb Kraus and Dave Pivan, vice-presidents; Stephen B. Wood, secretary, and John Malasky, treasurer. In addition to chairman Toffenetti other board members elected were: Morris Alexander, M. W. Kutchins, Marsh Ray and Stephen Wood.

☆ ☆ ☆ ☆

● ● ● Standard Oil Company kicking off their new Wayne King TV show over a mid-west NBC hook-up in fine style. After an excellent dinner at the Merchant's and Manufacturer's Club in the Merchandise Mart, trade-press reporters viewed the opening show in the swank client's conference room at NBC. Wesley Nunn, advertising manager for McCann-Erickson, Inc., gave a short talk welcoming guests to the show as did Wayne King, Nancy Evans and several others. King is still one of the "kings" of "show-business" as his clickeroo opening TV show proved.

☆ ☆ ☆ ☆

AGENCIES

McCANN-ERICKSON, INC., has named James MacDonald, former CBS and Toni Company publicist, as manager of radio and television publicity. MacDonald was formerly director of Radio HBI, which was the New York house agency for the Toni Company of Chicago. Prior to that he worked with the Benjamin Sonnenberg public relations agency on the Toni Company and Phillip Morris Company accounts, also as a CBS publicist.

BOB WAHL, WFIL-TV producer-director and director of television for the Theater Arts Institute of Philadelphia, has been named to the radio-television department of Gray & Rogers, Philadelphia advertising agency. For a year after he was mustered out of the Army, Wahl was a public relations representative for the Sherwin-Williams Company, Cleveland, Ohio. In 1948, he joined the staff of WFIL-TV, where during the last 15 months he has supervised-sponsored studio productions. He held the Theater Arts Institute faculty post at the same time.

FRED W. AMEND CO., Danville, Ill., manufacturers of "Chuckles," candy confections, and extensive radio advertisers, have engaged Leo Burnett Co., Inc., Chicago, as their advertising agency. Owen Smith is the account executive. Smith told RADIO DAILY that no radio or TV plans have been formulated to date, although an extensive ad campaign will definitely be utilized in the former medium.

GREY ADVERTISING has been appointed by Textron, Inc., for its Nashua Mills division and its new Poses subsidiary, effective Jan. 1.

HOWARD SELGER has joined the promotion staff of Petry & Co., Inc., New York.



NARBA Meets Again After Holiday Recess

(Continued from Page 1)

informal talks." Private general meetings resumed yesterday.

The conference, representing seven countries in North America, has been in progress for the last few weeks and is expected to continue for another month. Meetings are being held in the Windsor Hotel.

Government representatives participating in the conference include delegates from Canada, United States, Mexico, Cuba, Dominican Republic, Haiti and the Bahamas. As announced earlier, the Mexico delegation is not expected to reach Montreal until later this week.

Coco-Cola Buys Alaska For Its "McCarthy" Show

The Coca-Cola Company has expanded its sponsorship of the "Charlie McCarthy" show on CBS to include the four stations of the Alaska Broadcasting Co.; KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau, and KTKN, Ketchikan, all in Alaska.

The 52-week contract, which became effective on the same day the CBS deal went into operation (Oct. 2), involves approximately $12,000 in billings to the four stations.

'Sam Spade,' 'Whistler' Lead Pacific Hoopers

(Continued from Page 1)

dio Theater," "FBI in Peace and War," "Crime Photographer," "My Friend Irma," "Curtain Time," "Let George Do It," and "Inner Sanctum." The average evening sets-in-use figure of 31.1 was up 1.9 from the August report, and up 3.3 from that of a year ago. The average evening radio of 6.6 was up .5 from the last report, and up .4 from last year's figure.

Bess Named Vice-Prexy Of WPAT In Paterson

(Continued from Page 1)

man, general manager, in expanding the services of the station, which will transmit a 5,000-watt signal and operate on a 24-hour basis on or about November 15. The North Jersey Broadcasting Company also operates an FM station, WPAT-FM, with a transmitter atop Garret Mountain.

Start Shooting Soon

Hollywood—Robert Stillman will start shooting on "Queen for a Day," based upon the radio program, late in December with the picture as the first of three he will produce on his own. Stillman, who acquired screen rights from Raymond R. Morgan Co., plans to use the program as a framework for an adult and novel story.

NAB Issues Fourth Engineering Handbook

(Continued from Page 1)

other paid subscribers of the book is now under way. The book of nearly 700 pages contains FCC rules and regulations, standards of good engineering practice, design data, special articles and general information on AM and FM radio, television and audio engineering.

It is bound in a gold-embossed post binder and completely catalogued. The binder is capable of expansion to a four-inch thickness to receive later additions and expansions of material already included.

The fourth edition of the Handbook has been in preparation for the past two years, under the direct supervision of Neal McNaughten, NAB Engineering Department director. The project was begun by his predecessor, Royal V. Howard.

The book is sold at $17.50 to engineers not associated with NAB member stations, or to stations wishing extra copies. It is supplied free of charge to NAB members.

Paley Going To Coast For CBS Conferences

(Continued from Page 1)

confer with Howard S. Meighan, vice-president and general executive; Harry Ackerman, vice-president and director of network radio and television programs in Hollywood; A. E. Joscelyn, director of coast CBS operations and Merle S. Jones, general manager of KNX and the Columbia Pacific network.

ABC Sales Executives Given New Web Posts

(Continued from Page 1)

duties in these two departments announced by Murray Grabhorn, ABC vice-president and manager of owned and operated stations for the network, represents a step forward by the network to coordinate these operations and increase efficiency of internal operations with a view to providing faster special services for advertisers and agencies.

Under the realignment, which is effective at once, Frank Atkinson, formerly sales service manager of network's cooperative program sales department, is named assistant to the manager of the cooperative program department and Tom Black, who has been manager of sales department of ABC spot sales, becomes manager of radio sales development in this department.

Buys Cisco Kid Series

Frederic W. Ziv Company have announced the sale of the "Cisco Kid" transcribed series to the Cole Baking Company, Bluefield, West Virginia. The company plans to cover five West Virginia markets and will select the stations in the near future.

note, PLEASE...

More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when *all three* major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations — an 8.8 and a 4.0.

THE POINT? Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning today.

our address is **WOR and WOR-tv** *at 1440 Broadway, in New York*

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

WHERE ARE YOU BLUE EYES?
Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY— PINK FOR A GIRL"
Vaughn Manrae an RCA-Victar
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Terrific in England!
"IN A SHADY NOOK"
(By A Babbling Brook)
STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITY

THROUGH A LONG AND SLEEPLESS NIGHT
From 20th Century-Fox's
"COME TO THE STABLE"
recorded by
ALAN DALE .....Hi-Tone
VIC DAMONE .....Mercury
EDDY DUCHIN .....Harmony
BILL FARRELL .....M-G-M
PEGGY LEE .....Capitol
VERA LYNN .....London
DINAH SHORE .....Columbia
CLAUDE THORNHILL .....Victor
MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Fred Fisher Music Co. is the publisher of five songs, featured in the 20th Century-Fox musical, "Oh You Beautiful Doll," which will preem Thanksgiving Day at the Roxy in Gotham. . . . songs are "There's A Broken Heart for Every Light On Broadway," (originally published by Feist in 1915 and re-acquired by Fisher in 1943), "Who Paid The Rent For Mrs. Rip Van Winkle," "Daddy You've Been A Mother To Me," "Dardenella," and "Chicago," all co-written by Fred Fisher, on whose life the picture is based. . . . ● Leeds Music starting to click with "The Last Mile Home," penned by Walter Kent and Milton Farrar. . . . ● Herb Hood, former contactman at Miller Music has moved his descriptive adjectives to Mills Music. . . . (you know, 'terrific, sensational, collossal' songs.) . . . ● Eddie Forman, scripter for Abbott & Costello in town on a TV deal. . . . advises us that Lou has shelved about forty pounds and is now in the pink. . . . won't get back into action, however, until January when A & C return to the Universal lot to make "Abbott & Costello Meet Hopalong Cassidy." . . . ● A sponsor is ready to talk turkey with the producers of Paul Tripp's CBS-TVehicle, "Mr. I. Magination." . . . Incidentally Ray Carter's original music for this series, likewise sounds imaginative and impressive. . . . ● Frances Schillinger, widow of the great music teacher, will soon have her tome, "Joseph Schillinger Memoirs" published by Greenberg Publishers. . . . book, written in a light vein, is full of anecdotes, and incidents in the lives of top-flight musicians, arrangers and musical conductors.

☆ ☆ ☆ ☆

● ● ● For the seven years that Ed Weber has managed the "Can You Top This?" quartet of comics, he's never missed a single broadcast from Oct. 1, 1942 to now; he's been in the control room for 677 consecutive shows. . . . ● A producer of a forthcoming Broadway musical is dangling the singing lead at Warren Hull, emcee of the CBSaturday program, "Mother Knows Best." . . . ● Bill Putnam, prexy of Universal Records and Hal Tate have written a commercial ballad, "My Diary Of Broken Dreams" which was recorded by Frann Weigle, Chicago deejay. . . . the platter is getting lots of attention and London records seems to have the inside track for the master. . . . ● Caught Clara Cedrone and the Meigs Boy wowing the cash customers at the bar of one Fifth Avenue. . . . a natural for TV, for originality, harmony and rhythms. . . . ● Movietone Music reviving "You're My Thrill," written by Sidney Claire and Jay Gorney and originally published in 1933. . . . number is getting a big play and promises to repeat its earlier success.

☆ ☆ ☆ ☆

● ● ● Leo Edwards and his nephew Jack Edwards, have collabbed on a singable number, "Same Old Crowd," just recorded by Ted Steele on Columbia. . . . song remains in the family, published by Edwards Music. . . . ● Howcome TV execs don't latch onto the Jesters for a series? . . . this trio's radio artistry has been big time since they hit the big apple from WTIC back in the thirties. . . . ● ABChieftains plenty excited about "The Pop Shop" new TV series written, produced and directed by Pembroke Davenport, musical director of "Kiss Me Kate." . . . ● Lewis Music starting on a slow ballad, "If I Give You My Love," penned by Ivory Joe Hunter and Herb Leighton.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—In our estimation, Bill Gale's version of "Hop Scotch Polka" on Columbia, is the best of the lot. . . . with a real bagpipe taking several solos plus Gwen Davies' burry vocals this waxing is the McCoy. . . . flip is a waltz, "I Knew From The Start." Deejays will use both sides pahlenty. . . . ● Kelvin Keech's Saturday morning platter ABChatter makes for delightful listenin. . . . ● MGM has a hit item in Kate Smith's latest waxing in which she pairs two oldies, "Please Don't Talk About Me When I'm Gone" and "I Only Have Eyes For You." . . . Jack Miller's band provides velvet musical backdrop.

PLUG TUNES

I'LL KEEP THE LOVELIGHT BURNING
(In My Heart)
●
LAUREL MUSIC CO.
1619 Broadway New York City

THE WEDDING OF LILLI MARLENE
LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—♦ ♦—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 13, 1949 — TELEVISION DAILY is fully protected by register and copyright

RCA'S COLOR-VIDEO CRITICIZED

TELE TOPICS

WOR-TV, New York's seventh and, it appears, last video station, went on the air Tuesday night, and on the basis of the latter half of its two-hour lineup the outlet has a great deal to learn before it can match the programming and production ability of its competitors. Even if one were to discount the apparent technical difficulties, the debut was far from auspicious. . . . Jack Creamer's "Handy Man" show, which occupied the 8-8:30 slot, could be a fine show—for daytime. It is loaded with useful household information, very ably demonstrated by Creamer, and is exceptionally interesting to all homemakers. It should, however, be aired at a much earlier hour and cut to 15 minutes, three or even five days a week. . . . This was followed by a half hour of complete boredom called "The Barry Gray Show." Gray, a disc jockey, interviewed several show-business personalities about their respective careers. It was, as they say, a big nothing. . . . Welcome to the air, WOR-TV. Your parents have done well in radio, and if you forget most of the program patterns that WOR has learned in 27 years on the air, you'll succeed in video.

●

DEAL FOR ADMIRAL sponsorship of "Lights Out" on NBC is about to be closed and web is now in the process of clearing time for the show. . . . Lucky Strike planning a return to nighttime tele, has auditioned virtually every show the webs have to offer. Decision may be forthcoming next week. . . . Larry Wynn, vice-president of International Trans-Video, is working on radio-tele plans for Bob Wagner, Jr.'s campaign for Manhattan boro prexy. . . . Ian Smith, Kenyon & Eckhardt account exec. on Ford, was pressed into service last week-end on the Ford Theater preem. Director Marc Daniels needed an extra to sit in the lounge of the "20th Century" for atmosphere. Smith volunteered and read a magazine throughout the show. This was his second appearance on the program. Last season he sat in a theatrical waiting room on "Joy To the World."

●

TRI-MOUNT CLOTHES will drop hypnotist Polgar's show on CBS Oct. 21 because it wants to expand the stanza to a half-hour and CBS can't clear the time. . . . Milton Berle will guest on the Chesterfield Supper Club in the show's NBC-TV debut Sunday. . . . "Roar of the Rails" returns to CBS Oct. 24 in the Monday, 7-7:15 time spot. Produced by Ray Nelson, show is sponsored by A. C. Gilbert Co. through Charles W. Hoyt agency. It will be carried by 17 stations. . . . If our memory is correct, sign-off of "Kukla, Fran and Ollie" Monday nite was the first time Burr Tillstrom was seen live on the program.

Dr. Goldmark Says That Full Evaluation Of System Requires Test Under Normal Operating Conditions; Dr. DeForest Calls Demonstration 'Very Impressive'

Washington Bureau of RADIO DAILY

Washington—As the FCC resumed hearing testimony on color TV Tuesday, Dr Peter Goldmark, of CBS, testified that the RCA color system—demonstrated to the Commission and press on Monday—"has such serious problems as to both system and apparatus that there is grave doubt that it will ever emerge from the laboratory." He described as of poor quality the color fidelity 'definition and registration of the RCA system' and said it was lacking in the complete compatibility claimed for the system by RCA.

On the other hand, Dr. Lee DeForest, pioneer in TV and other optical developments, reported that he found the RCA demonstration "very impressive." Engineers have definitely solved the problem of compatibility, he said—"which economically and practically is the controlling factor in the introduction of an adequate color TV system."

Dr. DeForest added that he agrees with the RCA research chief E. W. Engstrom "that much work is still to be done."

Emphasizing that the tests yesterday were "too condensed to permit of quantitative analysis," Dr. Goldmark recommended that they be "repeated in a way which will permit of actual measurement of the performance."

"Adequate information to the RCA system," he pointed out, "can only be developed during an extensive series of tests in which detailed observation and frequent measurement are provided for, and in which normal operating conditions at both pickup and receiver exist."

Consequently he offered the following as only "partial comments" and not as a complete evaluation.

Color Fidelity. When standard black and white signals were broadcast, he said, marked differences were noticeable in the colors of the images on the various RCA color receivers.

Registration. In the morning demonstration, all the RCA color receivers were out of registry, Dr. Goldmark said. . . . In fact, the softness of the pictures tended to minimize the misregistration.

This same fault of misregistration, he added, was obvious when the male singer was seen on the 16-inch receiver in the studio.

Definition. Dr. Goldmark said he found "a most serious lack of geometrical resolution and crispness on every one of the color receivers in operation."

Compatibility. Dr. Goldmark pointed out that in the morning demonstration, when a standard black-and-white signal was transmitted, the color receivers, instead of producing black-and-white pictures, produced instead pictures which were colored in a range from green and orange to purple and green, pink and purple, all-green or all-orange.

TV Advtg. At "Payoff Point," Weaver Tells ANA Conclave

S. L. Weaver, NBC vice-president in charge of tele, yesterday told the convention of the Association of National Advertisers that video has reached the "payoff point." Not only has that point been reached, he said, "but it is later than some of you gentlemen think."

"While there may remain a place for all media in the years to come, there is one instrument that is far bigger than advertising and that is television," Weaver said. "It will play a tremendous part in cutting the costs of distribution down, once it begins to attract money spent not only in less productive media, but in sales and promotion work that can be eliminated as a result of greater consumer preference developed by national advertising. . . .

"If you have a campaign on television, a program, or series, or spot campaign, with advertising that has any bite at all in it, you are reaching virtually all sets."

He said that radio is complementary to TV. The fact that radio and video circulation is unduplicated means that an advertiser can reach 95 per cent of American homes in all groups in all areas through radio and TV, even though the latter represents only a few per cent.

"As the years go on, the fact will remain that television on top of radio will add up to 95 per cent of all homes unduplicated and whether the TV figure goes to 30 per cent or 40 per cent or 50 per cent in the next five years, the end figure 95 per cent stays the same.

TV Parleys Soon Aim Of N. Y. AFRA

(Continued from Page 1)

delay," the editorial said. "Reports reach AFRA from its own members of excessive hours of rehearsal, exhausting working conditions, fees which tear down the standards for artists' compensation which this and other unions have been so long in building up," it said also.

Referring to last week's meetings of the 4-A unions, "Stand By!" said: "If differences of opinion still persist after the meetings, it seems likely that those unions which do agree may proceed to take long overdue action to protect their members who are increasingly employed in television. On the other hand, there are many hopeful elements in the situation. Not the least of these is that AFRA, our own union, is exerting its full influence toward the end that television negotiations may be begun this season."

New WFIL-TV Transmitter

Philadelphia—WFIL-TV last week dedicated its new transmitting plant utilizing maximum power permitted by the FCC, and covering an estimated 4,250,000 persons in this area. Five-bay superturnstile antenna towers 909 feet above mean sea level.

WCAU-TV Sells "Court"

Philadelphia — "Court Is In Session," weekly hour-long program originating from City Hall court rooms will be sponsored by the Pennsylvania Co. for Banking and Trusts over WCAU-TV beginning Oct. 15. N. W. Ayer is the agency.

"Fully Compatible"

Because the RCA color demonstration in Washington ran overtime Monday night, the "Kukla, Fran and Ollie" show went out over 1400 miles of coaxial cable and into the homes of TV owners tuned to NBC through the color cameras. It was discovered at the last minute that black and white cameras had not been warmed up, so the decision was to send the show out in color. It was received in black and white, fully compatible. Even A. T. & T., which runs the coaxial cables, didn't know until later that it had had a different type of transmission.

COAST-TO-COAST

Father McCauley On WMAL

Washington, D. C.—During the month of October "The Hour of Faith" radio program will originate in part from the studios of WMAL. The broadcasts, heard Sundays from 11:30 to 12 noon, will consist of a sermon and a story by the Reverend Vincent J. McCauley, Supervisor of the Holy Cross Foreign Missions Seminary in Washington. Father McCauley's general topic for the month is "Unseen Army."

Polio Pledges Top $1,500

A total of $1,529.50 was pledged on a one and one-half hour special polio program broadcast over KSDN Monday night. Members of the Brown county polio committee signified they were well pleased with the results but pointed out that it will be necessary to raise about $3,500 more to care for victims of the 1949 outbreak.

Schedule Changes On WWSW

Pittsburgh, Pa.—WWSW will turn over the 8:00 to 8:15 spot Saturday evenings during the football season. Football scores of Friday night and Saturday afternoon games will be aired, with appropriate college march music to heighten the spirit of the season. The series, to be titled "Football Final," will continue through the gridiron months.

Tobacco Auctioneer Returns

Greensboro, N. C.—For the first time in twenty years the chant of the "tobacco auctioneer" has returned. Reopening of the "Old Belt" market was highlighted by station WCOG when microphones followed the spirited action of the farmers, buyers, sellers and visitors as 283,138 pounds of tobacco tumbled under the auctioneer's hammer to the tune of $51.22 per hundred weight.

Westover Announces New Program

Pittsburgh, Pa.— Jim Westover has been selected as the announcer for the new KDKA program, "Americans, Speak Up!," heard every Saturday night at 6:15. The program features Bill Slater in a series of interviews with outstanding national leaders.

New College Series

Hartford, Conn.—A weekly series of programs, arranged by the staff of Trinity, will start over WDRC in October. The Sunday 12:45 p.m. period has been set aside for the college series.

WBAL
means business
in Baltimore

National Advertising Budgets Will Hold In '50, Says ANA

(Continued from Page 1)

ures, based on replies to a survey by 364 of the ANA's 502 members, were interpreted by observers as indicating a more optimistic outlook than shown by a similar survey last spring. The findings were reported by John F. Kurie, the Association's vice president for media and research.

Kurie said the survey disclosed a tendency toward increased advertising budgets primarily in five fields—beer and liquor, office equipment, business and finance, gas and oil, and food and groceries. He summarized the survey's findings in the following table:

	More	Same	Less
Beer and liquor	77	23	0
Office equipment	64	27	9
Business and finance	60	40	0
Gas and oil	58	33	8
Food and groceries	50	45	0
Industrial	42	47	11
Soft drinks	25	75	0
Drugs and cosmetics	25	54	18
Automotive and accessories	11	78	0
Household equip. & appli.	10	56	22
Textiles	17	58	25
Apparel	20	50	20
Building and Agriculture	43	14	43

Stresses Importance of Radio

Hugh Beville, director of research for NBC, told the ANA conferees on Tuesday that "no mass market can afford to pass up radio or even for the next decade as its basic medium for reaching mass markets."

"Since the war," he pointed out, "the American people have purchased 44,000,000 new radios, which is more than enough to equip everyone of the nation's families with a new receiver. Another way to measure the post-war growth of radio is to compare it with other media. Between 1946 and '49, according to Hooper and Nielsen ratings, the increase in radio families has exceeded the circulation growth of all daily newspapers."

Elect Officers

At the Association's annual elections on Tuesday afternoon, W. B. Potter, director of advertising operations for the Eastman Kodak Co., was named chairman of the board. He succeeds William N. Connolly, advertising director of S. C. Johnson & Son. Paul B. West, president of ANA since 1932, was re-elected for another term.

Albert B. Brown, vice-president in charge of advertising for Best Foods, Inc., was elected ANA vice chairman. Directors elected for a three-year term are Howard M. Chapin, advertising director, General Foods; William M. Stedman, advertising director, American Home Products Corp., and L. Rohe Walter, public relations director, the Flintkote Co. George A. Percy, advertising manager, Bauer & Black Div., the Kendall Co., was re-elected to the ANA board.

Other speakers at the three-day conclave, which closed yesterday included: Sherwood Dodge, vice-president of Foote, Cone & Belding; Samuel Cherr, vice-president of Young & Rubicam; Howard R. Bloomquist, advertising manager of the Toni Co.; Robert T. Browne, Pillsbury Mills; Grafton B. Perkins, Jr., Pepsi-Cola Co.; Charles Solomon, American Safety Razor Co.; Adolph J. Toigo, Wm. Esty Co.; L. A. Clark, Frigidaire Div., General Motors, and R. E. Davis, Goodyear Tire & Rubber Co.

Harper Resigns At WKRN

Youngstown, Ohio—Baldwin Harper has resigned from his position as program director of WKRN. He will accept a position with CBS-TV in New York.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Piracy-Copyright
INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive.
Carried Nationwide.
For details & quotations write
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg., Kansas City, Mo.

PROMOTION

"Sunny Side Up"

With Mayor Benjamin Cone of Greensboro, N. C., leading the parade of civic-minded citizens, WCOG inaugurated an optimism campaign late September involving station breaks, one-minute announcements, singing jingles and a five-minute address each evening at 7:00 p.m. For a period of two weeks all station breaks are featuring the phrase "Keep Your Sunny Side Up" and the announcement copy is quoting statistics in support of the theme "Yes —Our National Outlook is Good!" The five-minute period will be filled by leading business men of the community, whose co-operation has been secured by Henry Sullivan, WCOG manager.

Football On WWSW

Pittsburgh, Pa.—Throughout the Steelers football season, Joe Tucker's "Warm Up Time" will be aired over WWSW a quarter hour before each Steelers game. The broadcast will include human interest stories from behind the football scenes. Joe will also summarize highlights of the previous week's games and will forecast the games to be played during the coming week. The first broadcast will be on the air October 3 at 8:15 PM.

SPINNING
The more platters Johnny Deegan spins on KYW's Midday Review—that bang-up lunchtime participation show — the more *response* his audience spins! Latest statistics: More than 2,000 replies in *three days*, in a Name-the-Tune Contest. Availabilities? Yes. Costs? Low. Check KYW or Free & Peters for details of the Midday Review, 12:05-1:30, five days a week.
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE
KYW
WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Soles

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 9 NEW YORK, FRIDAY, OCTOBER 14, 1949 TEN CENTS

SBC'S RESERVATIONS REPORTED HEAVY

SAG, SEG Reiterate Co-Op Offer To 4-A

The Screen Actors Guild and the Screen Extras Guild last night renewed their offer of co-operation with the Associated Actors and Artistes of America in the organization within the AAAA of television performers other than musicians.

Additionally, the SAG and SEG, in their joint statement which was read at an AFRA membership meeting, denied the rumor that they would withdraw from AAAA and

(Continued on Page 6)

Report FM-Homes In N. Y. Ahead Of AM In 26 States

Washington Bureau of RADIO DAILY

Washington—There are more FM-equipped homes in the metropolitan New York area than there are AM-equipped homes in any one of 26 states, FMA said yesterday. Those states are Delaware, Nebraska, Kansas, Maryland, West Virginia, South Carolina, Florida, Mississippi, Arkansas, Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Oregon, Maine, New Hampshire, Vermont, Rhode Island,

(Continued on Page 6)

Canadian Labor Group Backs Private B'dcasters

Lethbridge, Alberta—A resolution recommending that the CBC be "turned over to private enterprise" will be presented to the 29th convention of the Alberta Federation of Labor.

It comes from the Medicine Hat cereal workers local and urges the Alberta federation protest to Trans-

(Continued on Page 2)

Invitation

Harold E. Fellows, director, 1st District NAB, has extended an invitation to the membership of the Radio Executives Club of Boston to attend the NAB luncheon on October 31 at the Hotel Somerset. Maurice Mitchell, director of Broadcast Advertising Bureau, will be the principal speaker. Justin Miller, president of NAB, is also expected to attend.

Giveaway Shrinks Under Hammer

Winning a $28,000 jackpot on a network giveaway program is not what it's touted to be, opines Mrs. Helen Cohen, 42-year-old grandmother of the Bronx, New York. Mrs. Cohen who identified Harold Lloyd as "The Phantom Voice" on CBS' "Sing It Again" last June, reports that her winnings shrunk when she auctioned off the loot the past weekend. Many of the items sold for less than one third of the jackpot value, Mrs. Cohen said. The auction was staged to pay taxes, storage and legal fees on merchandise awards.

Discs, Network Shows To Spur Refugee Help

The plight of Europe's refugees and displaced persons will be dramatized in a series of transcriptions available to all local stations and in four network programs, prepared under the aegis of the Church World Service, relief agency for 23 denominational groups.

Production of the discs and the

(Continued on Page 3)

Radio Listening Steady, Nielsen Report Shows

Radio listening during the first week of September, 1949, equalled the figure recorded for the first week of September, 1948, and topped the figure for the year before, ac-

(Continued on Page 3)

Educational Broadcasters Will Gather At Hotel Sherman, Chicago, For 13th Confab

Chicago — The School Broadcast Conference, sponsored by the Radio Council of the Chicago Public Schools and Chicago radio stations will open its 13th annual national meeting next Tuesday at the Sherman Hotel.

Opening session, chairmaned by Judith Waller, director of public affairs and education for central division of NBC, will bring the state superintendents of instruction for Illinois, Michigan, Indiana and Wisconsin to consider the question, "The

(Continued on Page 3)

Tower Test Case Authorized By FCC

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday agreed to let the WOR pitch for higher transmitter towers be turned into a test case on the right of broadcasters to much higher towers. Okayed for intervention in the case were NAB, TBA, the CAA and the Air Transport Association. The case involves WOR's request for permission to increase its Carteret, N. J., tower from 410 to 638 feet.

NAB and TBA insisted that the

(Continued on Page 2)

Waltham Will Sponsor New Quiz Show On ABC

The Waltham Watch Co. has signed a 39-week contract for sponsorship of a new audience participation show, "Share The Wealth," on 21 ABC stations starting Oct. 17,

(Continued on Page 2)

AFM Spokesman Leaves For Geneva Conference

The American Federation of Musicians disclosed yesterday that its royalty trust fund plan for balancing the economic dislocations caused

(Continued on Page 2)

WBT Challenges Engineers' Charges

Charlotte, N. C. — A form letter and folder, mailed this week by WBT to all of its clients, charged that postcards sent to the station's sponsors at the alleged instigation of 10 discharged engineers gave "a distorted report" on the situation and that "these men acted very wrongfully" and "without justification."

In response to RADIO DAILY's re-

(Continued on Page 3)

Flanagan Sees Radio Use In Maine Tourist Advtg.

Augusta, Me.—A prediction that the state of Maine Development Commission will be most receptive in its future use of spot radio when it adopts its advertising plans was made by T. F. Flanagan, managing

(Continued on Page 2)

FCC's Color Tele Hearings To Continue Thru December

Washington Bureau of RADIO DAILY

Washington—Industry proponents of haste in lifting the TV freeze, regardless of what happens with color, lost a round yesterday. The FCC announced that it expects to continue direct testimony on color TV during the next two weeks, with testimony three and one-half days each week, concluding Thursdays at noon. By October 27, it is hoped, all direct testimony on color will be completed, with the hearings then in suspense until the November 14 comparative demonstrations of CBS and RCA color and DuMont black and white.

In the last few days of November the Commission will witness the Color Television, Inc., demonstration, in San Francisco.

Not until December 5 will the cross-examination of color witnesses

(Continued on Page 7)

TV-Minded

Emilio Azcarraga, who operates XEW and Radio Programmes de Mexico, Mexico City, is in New York for a looksee at television. His interest in TV is shared by Goar Mestre, president of the Inter-American Association of Broadcasters, Havana, and together they are making the rounds of video installations in New York and Washington.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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SOUTHWEST BUREAU
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Dallas, Texas
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FINANCIAL

(*October* 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7⅞	7⅞	7⅜	— ⅜
Admiral Corp.	28	27	27⅛	+ 1
Am. Tel. & Tel.	143⅞	143⅝	143⅞	+ ¼
CBS A	23⅜	23	23⅜	.....
CBS B	22⅞	22⅜	22½	.....
Philco	31¾	31½	31½	— ⅛
Philco pfd.	82¼	82¼	82¼	+ ¾
RCA Common	12½	12¼	12⅜	+ ⅛
RCA 1st pfd.	73¼	73¼	73¼	— ¼
Stewart-Warner	12½	12⅜	12⅜	.....
Westinghouse	27½	26⅝	27⅜	.....
Westinghouse pfd.	99	99	99	+ 1
Zenith Radio	28⅞	28¼	28½	+ ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13⅞	13⅞	13⅞	— ⅛
Nat. Union Radio	2⅞	2⅝	2¾	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	12¼	13½

Antenna Tower Test Case Authorized By Commission

(Continued from Page 1)

added height will not constitute a danger to air safety, while CAA and ATA see it as inimical to the interest of aviation. TBA held the matter to be of "critical importance" to TV, even though the tower in question is for AM transmissions.

'Kirkwoods' Return

Hollywood — "The Kirkwoods," family situation - comedy series heard on ABC last spring, will return to the network on Tuesday, Oct. 18, at 3 p.m., to be heard Tuesday and Thursday afternoons thereafter. The 15-minute program will originate here.

AFM Spokesman Leaves For Geneva Conference

(Continued from Page 1)

by the use of canned music will be outlined for study by other countries at the International Labor Office meeting to be held in Geneva starting Oct. 24.

The AFM will be represented in Geneva by one of its international executive officers, Herman D. Kenin, president of Musicians' Local 99, Portland, Ore. Kenin, who leaves today on the Queen Mary, will serve as one of two labor members of a six-man delegation to the ILO's Committee on Salaried Employees and Professional Workers. Kenin was recommended for the post by James C. Petrillo, AFM president, who is unable to attend himself because of the pressure of union business.

Richard P. Doherty, director of employer-employee relations for the NAB, will also attend the Geneva talks. The other labor representative on the committee is Paul R. Hutchins, president of the Office Employees International Union (AFL).

The AFM's interest in the forthcoming conference centers on the scheduled discussion of "rights of performers in broadcasting, television and the mechanical reproduction of sounds," Kenin said at a press conference in New York yesterday. It had been announced earlier in Geneva that a proposal to abolish all use of canned music in TV, radio and films would be made at the conference, but this is considered a most extreme statement of what is likely to happen.

Cancel Trip East

Because of the death of their father, Peter Andrews, the Andrews Sisters had to cancel a trip east to Washington where they had been scheduled to entertain on Oct. 14 at the Association of Food Chains Banquet. Vocalist Evelyn Knight who sings Tues.-Thurs. with headman Dick Haymes on CBS' "Club 15" filled in for them.

Flanagan Sees Radio Use In Maine Tourist Advtg.

(Continued from Page 1)

director of the National Assn. of Radio Station Representatives, in a speech here yesterday before the Commission.

In his "pitch" for greater use of radio to promote Maine's tourist trade, Flanagan stated that Maine's "vacation business has grown into big figures" and that, "with the use of flexible, growing media, there are no limits in sight."

Canadian Labor Group Backs Private B'dcasters

(Continued from Page 1)

port Minister Chevrier against any increase in radio licenses because it "would create a hardship on many homes and even cause some families to discard their radio entirely."

The resolution says "most of the programs sponsored by the CBC are only unbearable noises to most of the working people."

Waltham Will Sponsor New Quiz Show On ABC

(Continued from Page 1)

Monday nights, from 8 to 8:25 p.m.

The show, to be emceed by Bill Slater, has a quiz format, with up to 12 contestants from the studio audience at the Ritz Theater in New York competing for a maximum of $6,144, to be shared equally. Hirshon-Garfield, Inc. is the agency for Waltham.

Meets The Press

Robert Montgomery, film star and director who recently began a commentary series on ABC for Lee Hats, will face a battery of New York high school and college editors at a press conference on Saturday in ABC's Ritz Theater studios, 219 W. 48th St., New York. Montgomery was guest of honor at a daily and trade press reception held at "21" on Wednesday night.



"Hey, Mom, we're hungry!"

These new-born robins want just one thing — food. And they're doing all they know how to satisfy their hunger by letting their mama hear about it.

Lots of advertisers are getting a little hungry these days, too — hungry for profitable sales. And lots of them are doing the smartest thing they can in Baltimore by telling their story on W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H is the bargain buy in this rich market. It regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money does a BIG job on W-I-T-H.

You ought to hear the whole W-I-T-H story. Call in your Headley-Reed man and let him tell it to you today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW" • MUTUAL

CKLW

Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

WBT Challenges Engineers' Charges

(Continued from Page 1)

port (Oct. 11) on the receipt by national advertisers of hundreds of form postcards urging them to drop their sponsorships over WBT, the station's general manager, Charles H. Crutchfield, told this newspaper that there is "no dispute or disagreement or controversy of any sort with the great bulk" of WBT's employees and that this fact "certainly indicates they believe the company's action was not only justified but necessary."

The folder, entitled "WBT Would Like For You To Look At The Record," issued by the Jefferson Standard Broadcasting Co., declared, in part, as follows:

"Back in the early part of this year we were negotiating with a local chapter of the International Brotherhood of Electrical Workers Union, representing these technicians, and trying to work out the terms of a new contract with them.

"Disagreement arose principally over the fact that our Company as employer considered that it should have the right to decide when and whether a man was or was not a satisfactory employee. The Union insisted that an outside arbitrator should have the power to veto and overrule our decisions with respect to such matters.

"Because of our failure to agree upon this, some of these technicians commenced the early part of July to picket in front of the building where our studios and offices are located—carrying placards and handing out leaflets denouncing our Company as "unfair" to them. Despite this action on their part we continued to keep them in our employment and kept on paying them their regular wages.

"A few weeks thereafter some of these men took a new course, and instead of continuing to declare us unfair to them, began to proclaim to our customers and to the public that our Company operates a very inferior business. They not only sought to drag us down in this way but even went so far as to ask the Federal Communications Commission to revoke our television license, so as to put us completely out of business in that field.

"Would you feel like keeping a man in your employment and paying him while he did his best to destroy your business? That is the case and all there is to the case.

"We feel that these men acted very wrongfully and that what they did was wholly without justification. We paid some of them $115.50 per week and over all they averaged $98.50 per week. They had three weeks vacation with pay each year, unlimited sick leave with pay, hospital, medical, life and family insurance and retirement pensions unexcelled anywhere."

Radio Listening Steady, Nielsen Report Shows

(Continued from Page 1)

cording to a Nielsen Radio Index report just released. A rise in daytime listening and a slight decline in night listening were also reported.

"Lux Radio Theater" continued to lead the list of once-a-week evening shows, followed by "Mr. Keen," "FBI In Peace and War," "Suspense," and "Mr. District Attorney." "Lone Ranger" was first in the multi-weekly evening category, followed by 'Counter-Spy," and "Beulah." Weekday shows were paced by "Right To Happiness," "Pepper Young's Family," and "Backstage Wife."

Heavy Advance Registration For SBC Reported in Chicago

(Continued from Page 1)

Expanding Role of Radio and TV in Education." Key-note speaker will be Dr. Harold Shane, professor of education at Northwestern University.

The Chicago Federation of Musicians is cooperating in the "Radio and School Music" session, chairmaned by Dr. Helen Howe, director of music for the Chicago Public Schools. Union will supply 25-piece orchestra and play typical "music appreciation" program.



JENNINGS

Second day of Conference is Parent - Teacher Day with representatives from local PTA chapters throughout Illinois in attendance. Elizabeth E. Marshall, state radio chairman will conduct a full day's "school of radio instruction."

Hull to Preside

Richard B. Hull, president of the National Association of Educational Broadcasters will head up a session to consider the question, "How can local and national organizations working together strengthen all phases of radio?" Panel participants include: Merrill Lindsey, WSOY, Decatur, Illinois, representing the Illinois Broadcasters Association and Robert K. Richards, NAB.

Doctor Benjamin Fine, education editor, New York Times will address the annual SBC luncheon (Wednesday) on the subject, "The Crisis in American Education." Annual Awards of Merit and citations in the 10th annual use of radio competition will be made.

Forty school systems, from Portland, Oregon, to Pawtucket, Rhode Island, have submitted exhibits of educational radio materials and the commercial exhibit will include, Freed Radio Corporation, New York; Ampro Corporation, Chicago; Collins Radio Company, Cedar Rapids; Recorder Sales Company, Chicago; General Electric Company, Schenectady; Victor Animatograph Company, Davenport; station WLS, Chicago; Radio Corporation of America; Unusual Products Company, Chicago; Columbia Records, Bridgeport; Zenith Radio Corporation, Chicago; Mills Recording Company, Chicago, and the U. S. Treasury.

Advance registrations have come from educators and radio administrators in 32 states. Attendance probably will top last year's figure of 1,800, as 750 advance registrations have been made as of this date. (10/12). Meetings will continue through October 19 and 20, considering all angles of educational radio-station operation, programming, and use of radio in the classroom, at all grade levels, George Jennings, director of the conference said.

Women Broadcasters Participating

Delegates to the annual meeting of the 9th District Association of Women Broadcasters-NAB will join the Conference Thursday. Judy Logan Dean, WAAF, Chicago, will chairman a session, "new interests for the woman broadcaster." Panel members are, Gloria Chandler, New York; Ruth Harshaw, WMAQ; Kathleen N. Lardie, WDTR; Martha Crane, WLS; Olive McHugh, consultant in radio, UN; Betty Ross, NBC, Chicago; and Mary L. Dilley, WCVS, Springfield. Commissioner Freida B. Hennock of the FCC has been invited to address the women broadcasters at luncheon, Thursday (20th).



HENNOCK

Closing general session of three-day meeting will consider "Advancements in TV for Educational Purposes." Speakers will include Gertrude Novokovsky, Philadelphia Public Schools and Dr. Don Horton, University of Chicago, formerly with CBS-TV, New York. Remington Rand will demonstrate a TV program for 5th graders on its captive TV, Vericon; General Precision Laboratory of Pleasantville, New York, will show for the first time its new rear-projected TV receiver for classroom use, with 27 x 33 inch screen.

Discs, Network Shows To Spur Refugee Help

(Continued from Page 1)

live programs will be handled by the Protestant Radio Commission. Material for the transcriptions was gathered by Frank Papp, NBC producer-director, who has just returned from a three-month survey tour of European relief centers for the Church World Service.

Used Tape-Recorder

Equipped with a tape recorder, Papp interviewed relief officials and refugees themselves for first-hand accounts of conditions in postwar Europe. The transactions will be available on or about Jan. 1, and will be coupled with a nationwide appeal for funds and relief supplies.

• faces • facts • figures • wins •



BUSHELS OF FUN

Jack Lacy is a specialist in selling grocery products. Everyday on BUSHELS OF FUN (12:30 to 1:00 P.M.) Lacy reaches and sells a large housewife audience at home, where the budget money is kept.

Call your WINS-CROSLEY sales office for participation availabilities . . . and while you're on the phone ask about the merchandising plus offered on BUSHELS OF FUN.

WINS 50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

• faces • facts • figures • wins • faces • facts • figures • wins •

AGENCIES

GEORGE LAFLIN MILLER has joined R. T. O'Connell Company as vice-president. He formerly was associated with Doyle, Kitchen & McCormick. Previous connections include J. Walter Thompson Co., Lord & Thomas and Doremus & Co. Miller is widely known for his books and articles on advertising written under the pen-name of "Aesop Glim." His latest book "Copy —The Core of Advertising" is just off the press.

BENTON PASCHALL has acquired full ownership of Western Radio Advertising, Inc., Hollywood. The name of the organization has been changed to Western Radio Sales. The new policy of the company will be to represent television stations as well as a list limited to 18 Western AM stations. Paschall's radio experience includes executive sales positions with CBS stations in Fresno and Sacramento, where he was active in civic affairs.

FRANK WALDECKER has been added to the staff of the radio and television department of the Grey Advertising Agency. This is in addition to his chores as announcer for Ronson Lighters "Twenty Questions."

MELVIN H. GOODRODE, formerly with J. Walter Thompson, Chicago, has been named director of advertising and sales promotion for Bendix Home Appliances, Inc., South Bend, Ind., effective Oct. 15.

WALTER KANER ASSOCIATES have been named to handle publicity and promotion for The Town House and Woodstock Hotel, New York.

CHAS. A. WHITE, JR. & COMPANY, advertising agency, are moving on October 1st into new and larger quarters at 423 Walnut Street, Philadelphia. A complete floor at the new address will be available to the agency, which has expanded twice since its inception in January, 1948.

Notables Attend Dinner Capping KLZ Promotion

Denver—The second annual statewide soil conservation contest sponsored jointly by KLZ and The Denver Post was climaxed last week by a banquet attended by Charles Brannan, Secretary of Agriculture, and Colorado's governor, Lee Knous.

The contest was administrated by Lowell Watts, KLZ farm editor, and Ralph Partridge, farm editor of The Post. Other KLZ officials attending the banquet were Hugh B. Terry, vice-president and general manager; R. Main Morris, assistant manager; Lee Fondren, national sales manager, and John Connors, promotion manager.



California Commentary. . . !

● ● ● JOHN NELSON, of the Masterson-Reddy-Nelson firm, has returned from New York following launching of new ABC-TV show "Auction-Aire." Nelson returns to duties on firm's "Bride and Groom" show. . . . Mac Benoff, producer-writer of CBS' "Life with Luigi," is currently beating a path between Warner's film lot and Columbia Square. Benoff is writing the screenplay for "We're Working Our Way Through College," while continuing his writing-direction chores on his radio show. . . . Doris Day's "You're My Thrill" wax package of eight tunes for Columbia back on the presses for a second printing, the initial order of 200,000 copies having been sold out. . . . Eddie Albert is starring in a new series of NBC daytime half-hour variety programs, titled The Eddie Albert show, produced and directed by Bob Wambolt, and Jack Wilson writing the scripts. . . . Jay Stewart, emcee of ABC's "Surprise Package" and "Fun Fair" programs, is going to beam broadly and stick out his chest when he moves on mike for the Friday broadcast of "Surprise Package.' And with good reason. It's his tenth anniversary as radio performer. To commemorate the occasion the 10,000th contestant ever to cope with the emcee will handle the whole show.

Hollywood

☆ ☆ ☆ ☆

● ● ● ALAN ELROD has joined the new radio packaging firm of Searle and Parks, Inc., as chief of the company's promotion department. . . . Hawthorne, the zany comedian, is cutting a series of transcribed disc jockey shows, similar to the type he used to do on KXLA, for a chain of small radio stations in Colorado and other western states. . . . Ben Gage is now completing plans to originate a five-times-weekly 15-minute noon quiz show from his Westchester cafe, "The Trails," with Gage handling the emcee chores. . . . William Gargan is negotiating with Hal Burdick, CBS "Night Editor," for a TV show which would use the same title. Gargan plans to invite night editors to submit outline of the most exciting story they ever worked on. . . . Jimmy Wallington continues as announcer on "The Screen Directors Playhouse." . . . Little-known facts: Phil Harris headed his own band at age 15 and his first love was the drum. He played one night stands for 17 years, sleeping on buses and playing a new town every day every 300 miles, and Alice Faye began her stage career at the age of 14, Nee Alice Lepert, she chose the name "Faye" because at the time, Frank Fay was one of the biggest names on Broadway.

☆ ☆ ☆ ☆

● ● ● OLLIE O'TOOLE, radio actor who has been featured on the Jack Benny show, and many other shows, now has his own television show over NBC, sponsored weekly which is a new talent quest show made possible by the medium of television. O'TOOLE looks at a crystal ball in which he gets a vision in the ball of the "star of tomorrow" which actually appears in the ball and the camera expands to show the person actually performing. . . . Here is a twist that should confuse viewers of western saga: a singer doing a TV show in cowboy garb singing western songs but who in real life is an Indian, name Dusty Walker, and to make matters more confusing, this Indian in the cowboy suit, sings like Sinatra used to, via KNBH, Wednesday nights. Bill Heathcock is responsible for the music styling and direction of the Dusty Walker show. Bill just finished the scoring of (4) musical production numbers for the new M-G-M picture, "Nancy Goes To Rio," soon to be released, with Carmen Miranda and Jane Powell. Bill is Carmen's personal musical director.

COAST-TO-COAST

New Program for Children

Hollywood, Calif. — KFWB is airing a new half-hour Saturday morning program titled "Just for Fun" slanted for children around the six-to-twelve year old age group, which started at 9 a.m., Saturday, Oct. 1st. The program is an audience participation show of contests, talent hunts, prizes and forums on the moppet level.

Announcers Join WWCO

Waterbury, Conn.—Gene Parker, formerly program director of WCOU, Lewiston, Maine, has accepted the position as staff announcer with WWCO. Sportscaster Bill Jacobs, formerly sports announcer for WUSJ, Lockport, N. Y., has assumed duties as sports announcer with WWCO.

New Public Service Series

Worcester, Mass.—In co-operation with the Worcester School Dept's radio committee, WTAG (and FM) has launched a new series of Saturday evening broadcasts to acquaint listeners with their city's educational system. Entitled, "Know Your Schools," the programs feature Walter E. Bohmann, ass't principal of a local grammar school, as moderator.

New Director and New Time

Indianapolis, Ind.—The WIRE general manager, Willard C. Worcester, announced this past weekend that Thomas M. Peden was appointed as farm service director. Simultaneously, Worcester announced that the station now signs on the air one hour earlier each weekday, at 5:00 a.m.

AM And FM News From WFRO

Fremont, Ohio—WFRO announced that its AM station is expected to be in operation by November 15. Broadcasting hours of WRFO-FM are to be extended and duplication of programs is planned. FCC has authorized WFRO-AM to operate with a power of 500 watts on a frequency of 900 kc.

New Talent Discovery

Hartford, Conn.—The "talent" discovery for this week is Sebastian Pagliarello, known as Harry Page, of 124 South Street, Hartford. Page is a baritone who specializes in the semi-classics, and several of his numbers will be played on all locally-produced shows over WDRC during the week.

New Program Change

Corvallis, Ore.—KOAC has made a change in the time of its program for youngsters, "The Children's Theater," which beginning October 3 was broadcast daily Monday through Saturday between 5:00 and 5:15 instead of 4:45 as in the past. James M. Morris, program manager of the state station, emphasizes that with the change in time the broadcast can now be presented without interruption.



SEE PAGES 1159 to 1168

FOR A COMPLETE LIST OF **CHIEF ENGINEERS** OF RADIO STATIONS IN THE UNITED STATES

ONE OF 1001 SUBJECTS COVERED IN THE

RADIO ANNUAL & TELEVISION YEAR BOOK for 1949

See N. Y.-FM Ahead Of AM In 26 States

(Continued from Page 1)

Connecticut, District of Columbia, South and North Dakota.

The FMA study was based on the results of a quarterly FM survey conducted in the New York metropolitan area by Pulse, Inc., and the latest available Census Bureau figures. Field work for the report was done during the 1949 period of July 5-11. The census figure for New York was derived from a sample census made in 1947, with figures for the other states projected by FMA.

Interviewed 3,000 Homes

According to the Pulse survey, which interviewed 3,000 New York homes, 14.4 per cent of these homes were positively identified by Pulse representatives as possessing FM receivers. Using this figure as a basis along with the "sample" census of 1947, the FMA study revealed that there are more than 520,000 homes in the New York metropolitan area equipped to receive FM programs.

Among the 26 states listed by the FMA where New York FM homes outnumber AM homes the lowest was Vermont, with approximately 90,000 dwellings equipped with AM sets, and the highest was Mississippi with 515,369 AM homes.

The "popular" theory that FM is a type of broadcasting that is enjoyed only by "longhairs" of the upper middle class, and the rich, is refuted by other findings in the Pulse survey, the FMA said.

Distribution of Pulse samples (3,000) in the socio-economic level were as follows: *Rich*—Seven per cent; *Upper Middle Class*—24 per cent; *Lower Middle Class*—41 per cent; *Poor*—28 per cent.

However, FMA observed, distribution of New York homes having FM radios was not in proportion to these percentages, but was concentrated in the country's biggest buying bracket—the upper middle class and the lower middle class.

The socio-economic states of homes possessing FM radios, according to Pulse, lined up as follows: *Rich*—13.7 per cent; *Upper Middle Class*—37.7 per cent; *Lower Middle Class*—40.8 per cent; *Poor*—7.9 per cent.

Prelates To Speak

Francis Cardinal Spellman, Archbishop of New York, Most Rev. Patrick A. O'Boyle, Archbishop of Washington, D. C., and New York City Welfare Commissioner Raymond M. Hilliard, will speak over Station WNBC at 7:45 P.M., Tuesday, October 18, from a dinner at the Park Lane Hotel, commemorating the Golden Jubilee of the Catholic Home Bureau, child placement agency of New York Catholic Charities. Archbishop O'Boyle was executive director of New York Catholic Charities at the time of his appointment to the Washington See, in December, 1947.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of September 30—October 6, 1949

A Dreamer's Holiday	Shapiro-Bernstein
A Wonderful Guy	Chappell
Ain't She Sweet	Advanced
Bali Ha'i	Chappell
Dime A Dozen	E. H. Morris
Don't Cry Joe	Harms
Everywhere You Go	Lombardo
Fiddle Dee Dee	Harms
Georgia On My Mind	Peer
Give Me A Song With A Beautiful Melody	Witmark
Hop Scotch Polka	Cromwell
Huckle Buck	United
I Can Dream Can't I	Chappell
It's A Great Feeling	Remick
Just One Way To Say I Love You	Berlin
Katrina	E. H. Morris
Let's Take An Old Fashioned Walk	Berlin
Maybe It's Because	Bregman-Vocco-Conn
My Bolero	Shapiro-Bernstein
Now That I Need You, (Where Are You)	Famous
Room Full Of Roses	Hill & Range
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
Song Of Surrender	Paramount
Story Of Annie Laurie	Santly-Joy
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Toot Toot Tootsie Goodbye	Feist
Twenty-Four Hours Of Sunshine	Advanced
You Told A Lie	Bourne
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin

Second Group

Be Goody Good Good To Me	United
Big Go By	Mark Warnow
Four Winds And The Seven Seas	Lombardo
Homework	Berlin
I Can't Believe It	Claremont
I'm Throwing Rice At The Girl I Love	Hill & Range
In Santiago By The Sea	Life Music
Last Mile Home	Leeds
Let's Harmonize	Oxford
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
My Own My Only My All	Paramount
Nothing Less Than Beautiful	Henry Spitzer
Now Now Now Is The Time	Fremart
Ooh—If You Knew	Johnstone-Montei
Over The Hillside	Dreyer
Souvenir	Joe Davis
Through A Long And Sleepless Night	Miller
Twilight	Ben Bloom Music
Wedding Of Lilli Marlene	Leeds
Who Do You Know In Heaven	Robbins
Why Fall In Love With A Stranger	Campbell
Wishing Star	Broadcast Music
You're My Thrill	Sam Fox
You're So Understanding	Barron-Pemora

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SAG, SEG Reiterate Co-Op Offer To 4-A

(Continued from Page 1)

affiliate with AFM. They announced that their boards had voted support of AAAA in that organization's dispute with the Petrillo union, which resulted from his order forbidding instrumentalists from joining the American Guild of Variety Artists.

Both SAG and SEG refused to relinquish jurisdiction over the field of films-for-television under a Television Authority such as is recommended by the AAAA. Their joint statement declared:

Ask "Sober Consideration"

"Mr. Ronald Reagan, speaking for the Guilds, told the International Board on October 5 what the Guilds' position would be in the event and *only* in the event, that their charter rights are violated by action of the other branches. The Guilds hope that sober consideration will prevent any such action. If in spite of the reasonable approach of the Guilds, the sponsors of the proposed Television Authority insist upon invading the Guilds' motion picture field. then they will be solely responsible for forcing an unwarranted and unjustifiable jurisdictional war upon actors and the public."

Tucker Heads AP Group In New Jersey Area

New Brunswick, N. J. — Edwin Tucker of Station WKDN, Camden, was elected president of the New Jersey Associated Press Radio Association at the annual meeting held last week. He succeeds Thomas Tighe of Station WJLK, Asbury Park.

Roland Trenchard of WAAT, Newark, was elected vice-president. Sam G. Blackman, AP chief of bureau for New York and New Jersey, was re-elected secretary.

Stations represented were: WAAT, Newark, Trenchard; WCAP, Asbury Park, Walter L. Reid; WJLK, Asbury Park, Tighe and Frank L. Wilgus; WCTC, New Brunswick, Ralph Mahoney; WKDN, Camden, Tucker and Arnold Snyderman; WMTR, Morristown, Kenneth Croy and Merrill Morris.

Three Stations Re-Sign World

World Broadcasting System announces that three radio stations located in the state of West Virginia have just renewed and extended their contracts for the continued use of World's transcribed library service.

The stations are WHAW, Weston; WCOM, Parkersburg, and WPDX, Clarksburg.

Stork News

Charles McAbee, member of the station-rep. staff of George P. Hollingbery Co., is the father of a seven-pound, three-ounce girl born yesterday to Mrs. McAbee at Englewood (N. J.) Hospital.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR HEARINGS TO BE LENGTHY

TELE TOPICS

STILL ANOTHER radio fixture has made the move to tele, and like most of its predecessors, "Famous Jury Trials," as presented on DuMont this week, does not belong in front of the cameras. Set in a courtroom, the program offers no action other than the parade of witnesses to and from the stand. The result was one of the talkiest shows we've seen in recent months. . . . It is understandable that the owners of radio properties would like to place their product on TV. A few such shows, through skillful adaptation, have become successful visual entertainment. But most that we've seen are not good viewing and the bad impression made by a boring video show lessens that program's chances for continued success on radio. The primary consideration in preparing a show for video should always be: Does it attract and hold the attention of the eye? If the answer is no, leave it on radio; there is still a lot of money to be made there. . . . "Trials" is a Transamerican package, directed by Charles Harrell for the producer and Frank Bunetta for DuM. John L. Clark is scripter. . . . Even the Chevrolet commercials were strictly radio, all spiel with the camera on the announcer throughout. The only thing missing was the script.

•

A NEW TELESCOPIC LENS that "utilizes the binocular principle to achieve the equivalent of a focal length of 40 inches" will be used for the Notre Dame-Tulane game over DuM, tomorrow. Developed by Harry Berch, of WKBK, and WGN-TV technicians working independently, the lens will be used to supplement the Zoomar in coverage of the game. . . . Ken Later, who has been with the William Morris Agency for the past five years, has resigned to open his own office combining personal management with the sale of properties for video. . . . Robert Stevens, producer-director of "Suspense," is working on a new CBS show—a romantic drama series to be aired every other week beginning early next month. . . . TV-Programs, Inc., is handling sales for Jason Comic Art's weather-forecasting puppet, Jingle Dingle.

•

CBS HAS OBTAINED TV RIGHTS to "The Adventures of Philip Marlowe" from author Raymond Chandler. Series will be filmed in Hollywood under supervision of the web's staff there. . . . Charles Hull Wolfe, copy chief of McCann-Erickson, and Elmer Davis will sit on a panel to discuss TV's effects on AM news at the NARND convention in New York, Nov. 11-13. . . . Home games of the Detroit Red Wings will be scanned for the third consecutive year by WWJ-TV. Paul Williams will call the plays. Bankroller is Stroh Brewery, through Zimmer-Keller agency.

Prospect Of Their Lasting Through December Discourages Proponents Of "Freeze" Ending; Inventor And Four Receiver Mfrs. Before FCC

(Continued from Page 1)

get under way. Meanwhile, testimony on the utilization of the UHF and allocations problems will be held off.

There was speculation here that the decision represents the first FCC hint that it is unwilling to break down the present barrier to expansion prior to promulgation of standards for color.

Meantime the Commission yesterday heard a highly technical presentation by Dr. Charles Willard Geer of the University of Southern California, who has devised a tube which he says will bring in black and white or color at will on the type of home receiver today in production through the nation. He described it as "all-electronic, direct-viewing, with no filters, no moving parts, no projection lenses and with no external apparatus." It is also adaptable to theater TV, he said.

The tube is not yet ready to be demonstrated, Geer said, with actual completion perhaps a year off.

Also heard yesterday was J. N. DuBarry, assistant to the executive vice-president of the Smith, Kline & French Laboratories. He said he was appearing simply in gratitude to CBS for its aid in the development of a color TV system to be used by Smith, Kline & French in televising surgical operations. (The equipment used in the CBS demonsrtation was largely from that company.)

Color TV, he said, "Is an ideal solution for a serious problem in the teaching of modern medicine" because it makes possible once again the close-up views medical students used to be able to have before the age of specialists, when so many doctors and nurses crowd around an operating table that spectators in an amphitheatre cannot see anything.

Yesterday's testimony followed a series of appearances by parts and set manufacturers Wednesday in support of the CBS contention that it would be relatively simple to get into production with home receivers for the CBS-type color system. Change-over to the individual set-owner need not exceed about $100,

President Milton J. Shapp, of Jerrold Electronic Corp., testified his company is prepared to make an "adapter" for present receivers which would enable the set to pick up CBS color broadcasts in black-and-white. Price would be about $40 retail, he added.

President Edward F. Mulhern, of Birtman Electric Co., reported his firm is now turning out for CBS and others pre-production samples of a "color converter" unit which when attached to an existing set having the adapter described by Shapp would provide full-color reception. Retail cost might go to $70 — or equipment for building into new sets would cost about $50.

President H. G. Hamilton, of Eastern Air Devices, Brooklyn, exhibited the small motor which his company made to operate the color disc used in the CBS color system. He testified his firm could tool up and reach a production rate of 5,000 to 10,000 such motors per month within 18 to 22 weeks after an FCC decision on the color question. Cost would be about $8.00 each, perhaps going as low as $5.

C. P. Cushway, of Webster-Chicago, estimated that his firm can produce a color converter for the CBS-type transmission at a cost to the present set-owner of $75 or $80. In addition, there might be service charges of from $25 to $40.

Income At New High, Admiral Splits Stock

Chicago—Board of directors of Admiral Corp. has approved 100 per cent stock distribution to be issued to holders of record on Nov. 21, 1949, subject to approval of an increase in authorized capital stock to 2,000,000 shares by stockholders at a meeting to be held Nov. 9. It is expected that the quarterly dividend rate of twenty cents per share will be maintained on the new shares.

Nine-Month Sales Set Mark

In making this announcement, president Ross D. Siragusa also reported that sales for the nine months ending Sept. 30 were at an all-time high of $77,078,151, as against $42,514,509 for 1948. Net earnings for the nine months of 1949 were $4,631,574, compared with $2,037,786 for last year. Earnings per share were $4.63 as against $2.04 last year.

Sales for the third quarter of 1949 were $23,967,745 as against $15,128,165 for 1948. Net earnings for the third quarter of 1949 were $1,475,884 as against $800,489 for 1948. Earnings per share during the quarter, were $1.48 as against $.80 for the same period last year.

Agency Exec. Says TV Will Surpass Radio

Chicago—Hugh E. Davis, executive vice-president of Foote, Cone and Belding, told the Chicago Radio Management Club that the industry might as well face the facts now that radio cannot compete with television.

While he said there would always be a place in the advertising picture for radio, it would gradually take a subservient position to TV advertising, and eventually would merely be used as an auxiliary medium.

Davis's subject was "The Future of Radio" and he definitely painted a very pessimistic picture for its future. He said that radio station owners will have to realize that they will have to be satisfied with lesser profits.

He criticized talent, too, and said that they too will have to realize that it will be impossible economically for talent to receive exorbitant fees in both radio and tele.

With TV in 5 years reaching nearly all American homes, and radio reaching a minority portion of the public, Davis suggested that one way for advertisers to do an effective job was to put on similiar shows (but not simulcasts) on both media.

Weekly Armed Forces Program To Be Presented On NBC Net

Washington Bureau of RADIO DAILY

Washington — The Armed Forces Hour, a weekly 30-minute program designed to present the story of unification of the armed services at all levels, will be produced by the Department of Defense over NBC Sundays, 5 p.m., beginning Oct. 30, it was announced yesterday.

Originating at WNBW here, the program will combine live action with films from the files of the services and special footage made for the show. In addition, plans are being made for remote pickups from the Navy Special Devices Center studios at Sands Point, L. I., the studio now under construction at the Pentagon and units of the armed forces in the field.

Series will be produced by Maj. Robert P. Keim, USAF, chief of the TV section, and Lt. Benjamin S. Greenberg, USNR.

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, October 14, 1949

First Audio Fair Set For N. Y. Oct. 27

The Audio Fair and First Annual Convention of the Audio Engineering Society will be held at the Hotel New Yorker, New York City, beginning October 27 for three consecutive days. Exhibitors at the Fair included the following:

Audak Company, Inc., New York; Altec Lansing Corp., New York; Audio Development Co., Minneapolis, Minn.; Audio Devices, Inc., New York; Audio Instrument Co., New York; Audio & Video Products Corp., (Ampex) New York; Burlingame Associates, New York; Hewlett Packard Co., Tektronix Inc., Brush Development Co., Audio Development Co., Prestoseal Manufacturing Co., Brociner Laboratories; Frank L. Capps & Co., New York; Cook Laboratories, Floral Park, N. Y.; The Daven Co., Newark, N. J.; Electric Indicator Co., Stamford, Conn.; Electrovoice, Inc., Buchanan, Mich.; The Electronic Workshop, Inc., New York; Fairchild Recording Equipment Corp., Whitestone, N. Y.; Gawler-Knoop Co., Newark, N. J.; Ballantine Laboratories, Clough-Brengle, Allan B. DuMont; General Electric Co., Syracuse, N. Y.; H. J. Leake, Ltd., London, England; Frank L. McIntosh, Washington, D. C.; Magnecord, Inc., Chicago, Ill.; J. A. Maurer, Inc., Long Island City, N. Y.; Panoramic Radio Products, Inc., Mt. Vernon, N. Y.; Permoflux Corp., Chicago, Ill. Pickering & Co., Inc., Oceanside, N. Y.; Presto Recording Corp., Hackensack, N. J.; Proctor Soundex Corp., Mt. Vernon, N. Y.; Racon Electric Co., Inc., New York; Rangertone, Inc., Newark, N. J.; Recogram Recorders Co., N. Hollywood, Calif.; Rek-O-Kut Co., Inc., Long Island City, N. Y.; Somerset Laboratories, Inc., Union City, N. J.; Sonar Radio Corp., Brooklyn, N. Y.; Stancil-Hoffman Corp., Hollywood, Calif.; Stephens Manufacturing Corp., Culver City, Calif.; Sun Radio & Electronics Co., Inc., New York; Tech Laboratories, Inc., Palisades Park, N. J.; University Loudspeakers, Inc., White Plains, N. Y.

WHO'S WHO IN RECORDING

GODDARD LIEBERSON

APPOINTED to a top post with Columbia Records, Inc., by Edward Wallerstein, president of the company on October 5, this year, Goddard Lieberson, in his new capacity as executive vice-president of Columbia, brings to this office a splendid musical background.



Exec. V.-P.

Before joining Columbia Records in 1939, he was active in many phases of music as a composer, teacher, lecturer and writer. He has to his credit numerous compositions, including the "Five Modern Painters" suite, incidental music for a puppet version of "Alice In Wonderland," and many other works, including choral, chamber and piano compositions. He is also the author of a novel titled "Three for Bedroom C," which recently was sold as a motion picture.

Since joining Columbia Records in 1939 as assistant to the director of the Masterwork's Division, he has become head of that division, and was subsequently appointed to the position of vice-president in charge of Masterworks Artists and Repertoire. Lieberson played a major role in the development of Columbia's classical catalog and has been closely identified with the introduction of Columbia's Long Playing Microgroove record. He was elected to the Board of Directors of the company in 1948.

Born in Handley, Staffordshire, England on April 5, 1911, he was brought to the United States by his parents at the age of four. He attended the University of Washington and the Eastman School of Music. Lieberson is married to the former Vera Zorina, stage and screen star and they have two children, Peter and Jonathan.

Rangertone In Demand

The growing popularity of Rangertone's synchronized magnetic tape recording system is indicated from varied usages reported the past few weeks.

System was used in lighthouse scenes of De Rochemont's "Lost Boundaries," movie; "Lightning Talks," NAB promotional film; Life Magazine's promotional film on Texas and for the State Department's cultural film, "The Tanglewood Story," which featured Dr. Sergi Koussevitzky and the Boston Symphony.

DuMont Div. Moves

Executive offices of the receiver sales division, Allen B. DuMont Laboratories, Inc., will be moved to the recently dedicated East Paterson, N. J., plant tomorrow and will commence operations from there starting Monday, Ernest A. Marx, general manager of the division, announced. The move affects DuMont national receiver sales, advertising and order administration departments. While the division will be offically quartered at East Paterson, offices will be maintained at 515 Madison Avenue, New York.

PRODUCTION PARADE

TV Signal Generator

A new line of TV testing equipment is now being marketed by the Superior Instruments Co., New York. Their Model TV-30, a Television Signal Generator, enables alignment of TV I.F. and front ends without the use of an oscilloscope.

New RCA 15-Inch Speaker

A new low cost 15-inch loudspeaker capable of giving high-quality reproduction at high-power levels, and incorporating features of RCA's LC-1-A speaker, developed by Dr. H. F. Olson, of the RCA Laboratories, has been introduced by the RCA Tube Department. The new speaker, designated the RCA-515S1, is the result of combined research by the RCA Laboratories and the RCA Victor Division.

New TV Lightning Arrester

A video development of the JFD Manufacturing Co., Inc., Brooklyn, N. Y. — the "safeTVguard" Twin Lead Lightning Arrester, retailing for $2.25 reduces the hazards which may result from lightning and static charges collecting on roof TV antennas, according to the company.

Two-Speed Console Tape Recorder

Tape economy and 66 minute recording time are combined with an audio response of 40 to 10,000 cycles in the new Audiograph console tape recorder, operating at 7½-inches per second. Fifteen inch speed is available by instantaneous switchover to extend response to 15,000 cycles and permit split-word editing. Professional net price for the new recorder is $950.00 f.o.b. San Carlos, Calif.

Sylvania Service Plan For TV Set Owners

The Sylvania Electric Products, Inc., has introduced a TV service system which will enable set owners to recover a portion of their service contract expenditure in cash or apply it to a second year contract.

"Coupons" Used

Titled the "Pay-Back" Service System, developed by R. K. Pew, director of service for Sylvania Television, this new plan automatically entitles each Sylvania contract holder to receive a book of coupons, each coupon being good for one service call. Where a radio and phonograph combination receiver is involved, additional coupons for radio service are issued. For each coupon not used at the termination of the year's contract, a refund is made. The number of coupons issued does not limit any additional service calls which may be required.

Expands To Western Markets

Sylvania also announced expansion to western video markets this month with appointments of distributors in six major cities. C. K. "Larry" Bagg, sales manager, Sylvania Television, will start a western business tour on October 17, to set up distributorships in Los Angeles, San Francisco, Denver, Salt Lake City, Portland and Seattle. More than 15 eastern cities already have distributors of Sylvania Electric Products.

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BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 10 NEW YORK, MONDAY, OCTOBER 17, 1949 TEN CENTS

UNITED NATIONS DAY PLANS COMPLETED

NAB Mailing Booklet On Int'l Broadcasting

Washington Bureau of RADIO DAILY

Washington—NAB announced Friday that it is mailing a booklet on international broadcasting problems entitled "What Gets the Air" to all members. The "primer" text is the work of Forney A. Rankin, NAB government relations department director, who is now at the NARBA meeting in Montreal. It has grown out of a directive of the NAB board of directors, which last February assigned the task to the NAB's gov-

(Continued on Page 5)

Helen Hayes Cancels Fall CBS Radio Series

Honolulu, T. H.—Helen Hayes, whose CBS radio series, "The Electric Theater," was postponed after the death of her daughter last month, has cabled N. W. Ayer & Son, Inc., the advertising agency handling the program, that she will not return to the air this season.

Miss Hayes currently is vacationing here with her playwrite husband, Charles MacArthur. The couple came here after the sudden death

(Continued on Page 6)

Free & Peters Releases Report On Spot Radio

Free & Peters, radio and TV station representatives, has prepared a 46-page study titled "Spot Radio Costs Less Today," which is being sent to agencies and advertisers.

The study emphasizes the "mobility" and "flexibility" of spot radio as an advertising medium, quoting costs and ratings to illustrate those qualities.

Xmas Seal Spots

The National Tuberculosis Assn. has prepared six transcriptions which are offered to all U. S. radio stations for broadcast during the Christmas Seal Sale, to be held Nov. 21--Dec. 25. The discs consist of five 15-minute shows, and one platter of 20-second spots. Talent was contributed by several top Hollywood film stars.

Flash News

Radio and TV newsmen crowded into the court room of Judge Harold R. Medina in New York Friday morning when a jury returned a verdict of guilty in the cases of 11 top Communist leaders who had been on trial for nine months. The verdict was carried in a flash bulletin on New York stations and the four major networks cut in on morning programs to carry the news. TV films made at the U. S. Court House in Foley Square were rushed to stations for telecasting.

Coast Adv. Executives Holding Convention

Arrowhead Springs, Cal. — More than 300 advertising executives are attending the annual convention of the Pacific Council, 4-A's, which opened here Friday and will continue through Tuesday evening.

An address by California's Gov. Earl Warren featured the first session. This afternoon the speaker will be Fairfax M. Cone, chairman of the board of Foote, Cone & Belding, who will discuss "Ethics in Advertising." Clarence B. Goshorn,

(Continued on Page 8)

REC Speakers Named For Thursday's Luncheon

Mary Pickford, and Edwin M. Martin, former Farnsworth Television vice-president and now board chairman of Hubbell Television, Inc., will be the guest speakers at

(Continued on Page 2)

Radio And TV Industry Lend Support To National Observance Of UN Day On Monday, October 24th

Networks, unaffiliated stations, industry organizations, advertising agencies, sponsors and private-citizen groups will join hands in a nation-wide radio and television salute to the fourth anniversary of the signing of the United Nations Charter, Oct. 24. Arrangements are being made by the

(Continued on Page 5)

Inter-American Ass'n Supports Free Radio

Members of the board of the Inter-American Association of Broadcasters meeting at the Waldorf-Astoria Hotel in New York the past weekend pledged themselves to work for uniform radio legislation for Latin American countries and foster perpetuation of free privately

(Continued on Page 8)

Boston Candy Makers To Expand AM, TV Use

Boston — Durkee-Mower, Inc., candy manufacturer, has announced a new advertising campaign to include heavy use of radio and television in 13 cities east of the Mississippi.

The firm has been a regular radio customer for more than 25 years, on

(Continued on Page 2)

Home Listening Reached New High During Series

Home listening to the World Series broadcasts over MBS reached an all-time high for the event, according to a survey by Mutual's research department in conjunction with Crosley, Inc.

Peak listening was recorded dur-

(Continued on Page 2)

Commercial Progress Of Video Analyzed

Chicago—"Television is and will be a blue-chip operation," Louis N. Brockway, executive vice-president of Young & Rubicam, observed Friday in a talk on "How To Use Television Today" at a meeting of the Amer. Assn. of Advertising Agencies, held at the Drake Hotel.

Continuing his assessment of present and future video costs, he said: "Looking forward several years

(Continued on Page 2)

Congressmen, On MBS, Will Describe Travels

Washington Bureau of RADIO DAILY

Washington — Members of Congress who visited Europe and the Far East recently on committee investigations will report to the nation in a series of radio broadcasts produced by the AFL's Labor League

(Continued on Page 8)

Electronic Color-TV System Gets Okay Of Lee De Forest

"Now that it is understood that the color TV system must be compatible, there is no reason to think that there will be a slowing up in the development of the art," i.e., television as it is today, Dr. Lee De Forest, told a press conference on Thursday at the Waldorf-Astoria Hotel.

The radio pioneer advised people not to wait but to buy television receivers now because sets can be adapted to color later at a relatively small cost. He added that he "is convinced that it will be another three or four years before we have commercial color."

In discussing the RCA and CBS color systems, Dr. De Forest declared that "whatever system is ultimately used, it must be compatible

(Continued on Page 7)

Appointment

Joan Rowland has been appointed radio consultant for the Japan International Christian University Foundation, newly organized foundation which will campaign for ten million dollars next year to build a university in Tokyo. The Christian University Foundation is sponsored by the eleven leading Protestant churches.

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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SOUTHWEST BUREAU
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Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(*October* 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7¼	7¼	— ⅛
Admiral Corp.	28	27¼	28	+ ⅞
Am. Tel. & Tel.	143⅞	143⅝	143¾	— ⅛
CBS A	23⅜	23⅛	23⅛	— ¼
CBS B	22½	22⅜	22½	.....
Philco	31½	30⅞	31¼	— ¼
RCA Common	12¼	12⅛	12⅛	— ¼
RCA First Pfd.	73¼	72	72	— 1¼
Stewart-Warner	12⅜	12⅜	12⅜	.....
Westinghouse	28⅝	27½	28½	+ 1⅛
Westinghouse Pfd.	99	98¾	98¾	— ¼
Zenith Radio	28¼	27¾	27¾	— ¾

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅝	2⅝	2⅝	— ⅛

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14	15
Stramberg-Carlson	12¼	13½

Home Listening Reached New High During Series

(Continued from Page 1)

ing the final game of the baseball classic on Sunday, Oct. 9, when 54.6 per cent of the nation's radio homes were tuned in. A total of 65.1 per cent of all radio homes were tuned in during one or more of the five games. The average rating for the Series was 37.9.

Wedding Bells

Georgia De Vese, secretary to Helen Powers, administrative director of WAAM (TV) in Baltimore, was married on October 2nd to Millard Baublitz, printing director for a local Baltimore concern.

☆ COMING AND GOING ☆

BERT WOODS, program director of RCA Recorded Program Services, left last Thursday for Hollywood, where he'll direct a Tex Beneke recording date for Thesaurus.

G. W. "JOHNNY" JOHNSTONE, director of radio and TV for NAM, spent the week-end in Tuscaloosa, Ala., visiting his daughter, Susanna, instructor in piano and harp at the University of Alabama. Today he'll fly to Chattanooga to supervise the NAM-ABC Tuesday broadcast.

BOMAR A. LOWRANCE, commercial manager of WSOC, Charlotte, N. C., is expected in New York today for conferences with the national representatives of the station.

JEFF CLARK went down to the Tobacco Bowl Festival at Richmond, Va., where he was announced as a feature on "Your Hit Parade" starting October 22.

GRAHAM MOORE, commercial manager of KCBQ, San Diego, is back in California following a business trip to New York.

CLIFF GREENLAND, commercial manager of Associated Program Service, is attending the meetings of the National Association of Educational Broadcasters at the University of Michigan.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is back at his desk following a meeting in New York with the national reps. of the station.

BOB KELLER, now marking the third anniversary of his radio sales promotion organization, is back from Waterbury, Conn., where he conferred with executives of WWCO, Mutual and Yankee Network outlet.

GORDON GRAY, vice-president of WIP, Philadelphia, today is in Washington for a "Voice of Democracy" contest meeting.

TOM KNODE, administrative assistant to the director of television operations at NBC; DON BISHOP, magazine editor for the network; JESSE BIRNBAUM, press staff writer, and WALTER SCOTT, web time salesman, week-ended in Richmond at the Virginia Tobacco Bowl Festival.

J. L. VAN VOLKENBURG, Columbia network vice-president and director of television operations, on Friday was in Columbus, Ohio, to address the Advertising Club of that city on the subject, "Advertising Comes of Age with Television."

CATHY MASTICE, soprano on WHOM, in Teaneck, N. J., to sing with Milton Cross' Aristo Artists concert. Tomorrow she'll leave for West Virginia, the next stop on her current tour.

JOHN SCHILE, commercial manager of KUTA, Salt Lake City, Utah, was in town last week on station business and for confabs with his national reps.

CONNIE DESMOND, sportscaster on CBS, on Saturday was in Columbus, Ohio, to report the game between Minnesota and Ohio State University.

SEYMOUR SIEGEL, director of WNYC, today is due back in New York from a flying trip to Ann Arbor, Mich., where he addressed the convention of the National Assn. of Educational Broadcasters.

MARGARET PHELAN, radio singer who had been appearing at the Town Casino in Buffalo, arrived in New York Sunday for an indefinite stay.

ANNE FRANCIS, the "Bonnie Maid" of the "Versatile Varieties" program on NBC television, who has been sojourning in Orlando, Fla., will return today in time to resume her role in the show.

Commercial Progress Of Video Analyzed

(Continued from Page 1)

with full national coverage, a half-hour show may cost as much as $50,000 or $60,000 a week for time and talent—two to three million dollars a year. After quoting figures like these to your client, . . . you can discuss how it may be possible to keep costs at an affordable basis.

"Spot television is one obvious answer. Another one is the use of participation or cooperative programs. . . . Perhaps it will be possible to buy television as you buy magazines, once or twice a month instead of every week. . . . We all believe in continuity and frequency, but $60,000 per week may alter our conception of what constitutes continuity."

Program-wise, Brockway predicted that such subjects as fashions, public relations, and religion may prove readily adaptable to the medium of TV. "Certainly programs designed for limited audiences will become more widespread," he said. On the subject of video commercials, he had this to say:

"Many television commercials today are, in my opinion, too tricky. They have to much 'device' to get into a story. . . . The Fuller Brush man is not preceded in the home by a line of dancing girls carrying balloons and singing a jingle. He comes to the door alone, tells his story, demonstrates his product, and makes his sale. I think we could learn a lot from the Fuller Brush man's technique."

REC Speakers Named For Thursday's Luncheon

(Continued from Page 1)

the second 1949-50 meeting of the Radio Executives Club of New York at the Hotel Roosevelt, Thursday, Oct. 20, at 12:30 p.m., it was announced Friday by John J. Karol, REC president.

Subject for discussion at the luncheon-meeting will be "Television's Fifth Network," with Richard W. Hubbell acting as moderator.

Among the other distinguished guests at the luncheon will be Charles (Buddy) Rogers, film, radio and television star, and Pierre Crenesse, director of the French Broadcasting System of North America.

Boston Candy Makers To Expand AM, TV Use

(Continued from Page 1)

behalf of its Marshmallow Fluff and Seeco. H. Allen Durkee, president, and Fred L. Mower, treasurer, bought their first radio time on WNAC, Boston, when they were making their confections on a kitchen stove and selling them door-to-door. Today they employ more than 30 people, and soon will open a new $200,000 factory in Lynn, Mass. Gilchrest-Spriggs & Co., Boston, is the firm's agency.

Germans Engage U. S. Agency

McCann Erickon's office in Frankfurt, Germany, announces its appointment by Romika KG Lemm & Co. of that city to handle their advertising of rubber boots.



Strange Bedfellows

You wouldn't expect a monkey to pick out a bunny rabbit for a bunk-mate. But there they are—both as comfortable as can be.

There's a sure-fire way for time buyers to be comfortable, too, about their clients' radio advertising in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is the bargain buy in this rich market, sixth largest in the country. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means you can get BIG results on W-I-T-H for just a LITTLE money.

So if you're in the market for low-cost results, get the whole W-I-T-H story from your Headley-Reed man today.

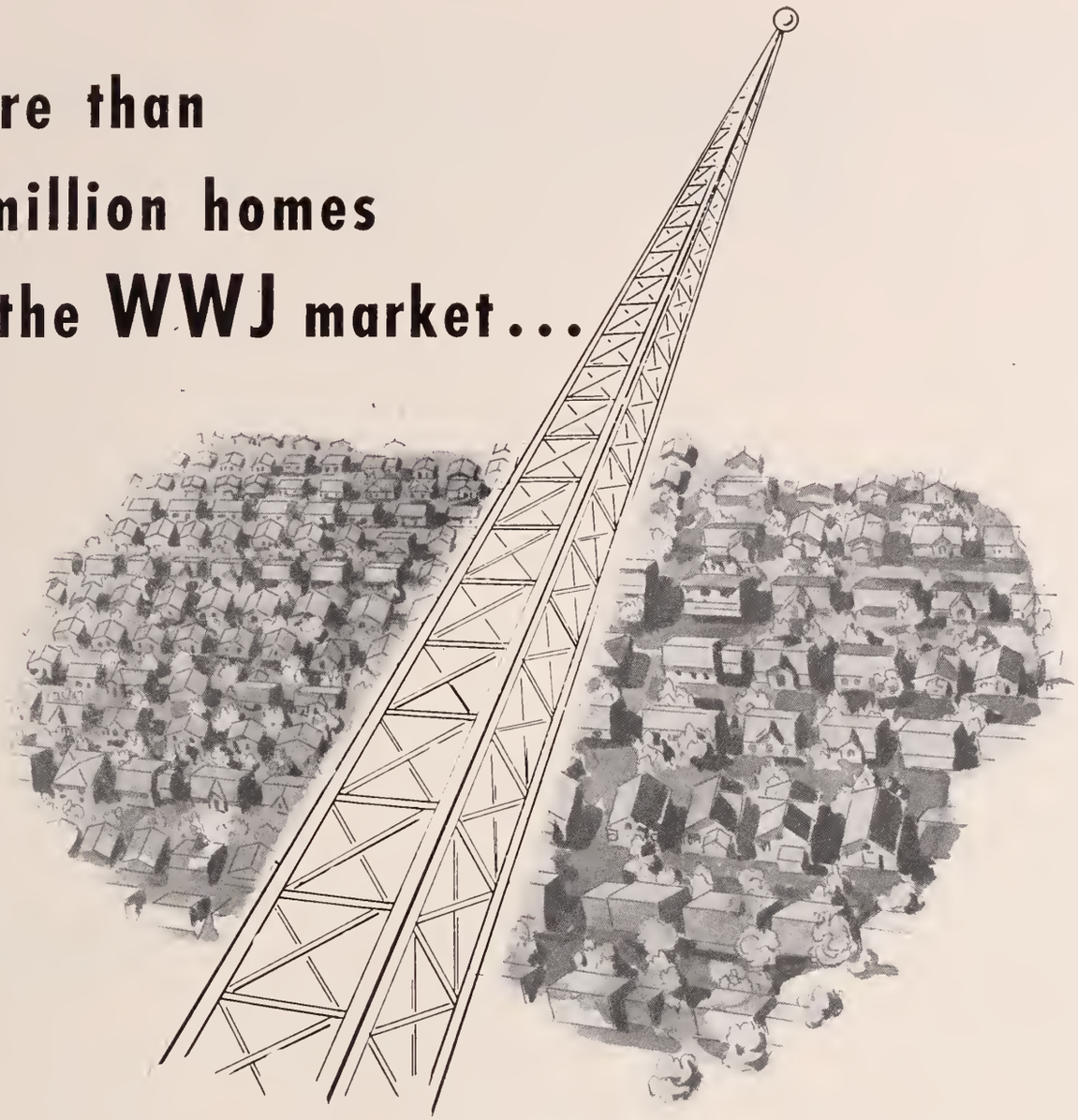
AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

more than a million homes in the WWJ market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

CHICAGO

By HAL TATE

THE KELLOGG COMPANY, Battle Creek, Michigan, announced this week the appointment of Leo Burnett Company, Inc., Chicago, as the advertising agency for Kellogg's Corn Soya. Plans are still in the process of formation.

Bad news for the black and white boys. Procter & Gamble, Cincinnati, will spend $1,000,000 in television in 1950 and are taking $650,000 out of their current appropriation for black and white to sink into television next year! No cut is planned in P & G's radio expenditures for next year; $350,000 will be added to the chunk taken out of the black and white appropriation to make up the million dollar expenditure in television for next year. The agencies now handling the P & G business will also handle the P & G television expenditures.

Frank B. Falknor, WBBM assistant general mgr., appointed Stanley Levey as new assistant sales manager for the station. Before joining the WBBM sales staff in 1940, Levey was employed in the advertising departments of the Chicago Elevated Advertising Company, the Illinois Meat Company, and radio station WIND. A graduate of Tilden Technical High School in Chicago, he also attended De Paul University in this city, where he studied law before entering the advertising business. Wrigley Building habitues report that Levey has been the station's top salesman for the last five years.

Schulze-Burch Baking Company of Chicago, for their Flavor-Kist 4-in-1 Saltine Crackers, has started a mystery voice show on KCMO, Kansas City, called "Who's Talking?" broadcast across the board from 3:00-3:15 p.m. The program is a Hal Tate Radio Productions package. The Schulze-Burch account is handled by the Gordon Best Agency in Chicago. Frank Morr, account executive, says that if the KCMO test is successful, the program will be expanded into other cities where Schulze-Burch products are sold.

Pia Igy On WWRL

WWRL, New York, will offer the city's only regularly-scheduled Rumanian language program starting Saturday, Oct. 15, 9:30-10 p.m. The program, to be offered for participating sponsorship, will star Pia Igy, Rumanian coloratura soprano and former prima donna of the Royal Opera House in Bucharest.

Lenn To Lecture

Joseph A. Lenn, vice-president in charge of sales for WHLI, Hempstead, L. I., will appear as guest lecturer Oct. 20 at a class of the basic radio and television course, School of General Studies, Columbia University, to be held in NBC's Radio City studios.



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: Behind-the-scenes battle between Philco and NBC-TV has the top brass at the web biting their nails. . . . Radio scuttlebutt has Aly Khan buying heavily into a major network. . . . Bruce Dodge, a fixture at Biow's for more years than we can remember, has turned in his resignation as production head of the H'wood office to go into the packaging biz for himself with Bob Hawk. His "Take It Or Leave It" chores will be taken over by Ed Feldman who leaves for the gold coast today. . . . Marilyn Maxwell is another leading candidate for the Mary Martin role in the road company of "So. Pacific." . . . Dane Clark assays his first shot at video tonight on the Chevrolet NBC stanza. . . . James Shelden, who started as a page boy at NBC 8 years ago, returns to his old alma mater as producer and TV director of "We the People" when it makes its switch to that web, where it also originally started in 1936. . . . Maxine Keith readying a new video series called "B'way Success School." . . . Aside to Geo. McGarrett: Sorry, old chep. I don't catch the show regularly—and that had been an early impression that had lingered. . . . Ford signing up the Kay Kyser Kollege of Musical Knowledge as a TV package. . . . "Share the Wealth," which was a local opus on WOR some time ago, becomes a coast-to-coaster on ABC tonight with Bill Slater as emcee and Waltham watches picking up the tab.

☆ ☆ ☆ ☆

● ● ● Irving Mansfield's "This is Show Business" makes for lively listening and viewing, especially when Abe Burroughs is in the groove. Last week he was in rare form. When Gene Martin offered his problem (he didn't know whether or not to continue trying to make the grade as a singer or quit the business and go to work in his old man's drugstore), Abe cracked: "Why not do both? You might become another Ezio Pillza." And to Sue Ryan, who didn't want her child in showbiz, Abe commented that she had made a wise decision. "After all," he said, "she's liable to grow up into another Margaret O'Brien—and then you'll never be able to get married again."

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: "Those Westerns on TV are so old," memos Leo De Lyon, "I just saw one in which Roy Rogers was only up to his second guitar lesson." . . . The minute the Yankee flag went up, Roberta Quinlan was on the phone to remind Morey Amsterdam that he had lost his bet and that he was due in Times Sq. to push a peanut across the street with his nose. . . . After the final telecast of their DuMont Saturday-niter, "Spin the Picture," producers Wilbur Stark and Jerry Layton threw a terrific party—not for the brass or any of the high echelon—but for the cameramen, soundmen, engineers, scripters, musicians and cast. . . . Jeff Clark, the young singer who idolized Frank Sinatra as a kid, hits stardom after two short years as top vocalist on the Hit Parade. . . . Marie Wilson has asked Carl King, handsome TV emcee, to take a screen test for her next film. . . . Vic Damone set for H'wood's Macombo on Nov. 1st.

☆ ☆ ☆ ☆

● ● ● For a femme audience show which combines taste and stature with broad family appeal, we give you Kellogg's "Mother Knows Best" heard on CBS 5:30-6:00 on Saturdays, produced and written by Herb Moss. Which is hardly surprising since everything that Herb has been connected with these past dozen years (Truth or Consequences, Vox Pop, Hildegarde, etc.) has always had the stamp of real quality. There are certainly plenty of television shows around that could stand his touch, but the guy claims he prefers to stay in radio where he'll get rich quickly and age slowly.

AGENCIES

DONALD P. CAMPBELL has moved from MBS to television sales staff of Edward Petry & Company, Inc. in New York City. In addition to MBS, Campbell's former affiliations in broadcasting include: NBC, ABC and WEST, Easton, Pa. He is a graduate of the University of Pennsylvania, and served during the war as a lieutenant (jg) in the Navy.

STUART B. GREENFIELD ASSOCIATES have been appointed to handle publicity-public relations for Toy Metal Products Company, makers of "Kiddyware" and "Welkerware" children's toys, also for Postal Drug Company of New York.

GREY ADVERTISING AGENCY has been engaged by Textron Inc., to handle all advertising of its Nashua Mills divisions and Poses, effective January 1, 1950. Nashua Mills markets a wide variety of textile products and Poses is a newly acquired subsidiary.

ROBERT LEWIS SHAYON, one of the country's better known radio figures, and William D. Patterson, magazine publisher and foreign correspondent, have become members of the Fred Smith & Co., Inc., public relations and business consultants.

EMCEES...

and Beginners

Want to go places in Radio, Television?

You can do it better, faster and most effectively with the help of the famous

FREEMANTEL

System of Voice Control

In your own home, only 15 minutes a day, you can now make your voice rich, vibrant and chockfull of personality. Hundreds of stars of stage, screen, radio have won success with this amazing method.

The cost is moderate, you can pay as you learn.

Send for FREE Book.

Freemantel Voice Institute,
Suite O, 113 West 57th St. RD.
New York 19, N. Y.

Please send me FREE book on Freemantel System of Voice Control.

NAME .....

ADDRESS .....

CITY ..... ZONE.....

Observance Of United Nations Day Will Be Aided Via Radio And Tele

(Continued from Page 1)

four major networks for a "pool" broadcast of the laying of the cornerstone of the new UN building on New York's East Side, tentatively scheduled for 12:30-1 p.m., EST, Oct. 24. President Truman is expected to officiate at the ceremony.

The Radio and Television Committee of the National Citizens' Committee for United Nations Day, in cooperation with other subcommittees in the UN itself, has distributed to stations throughout the country four different program aids, according to Robert K. Richards, director of public relations for the NAB and chairman of the Committee. A special kit, prepared by the Advertising Committee under the direction of Samuel C. Gale, v-p of General Mills, Inc., and chairman of the Committee, was mailed Oct. 1.

BMI Furnishes Music

A special musical continuity for a half-hour program, prepared by BMI under the direction of its president Carl Haverlin, was mailed last week. The program is entitled: "According to the Record." Also mailed last week was a fact sheet of background material, prepared by the NAB. Scheduled for mailing this week is a transcribed quarter-hour feature, "Birthday Story," prepared under the direction of the Radio Division of the United Nations. Mrs. Dorothy Lewis of the Radio Division is in charge of distribution.

Included in the material released through the National Citizens' Committee were translations of English language material. About 170 stations broadcasting foreign language programs received this material last week. These translations, prepared under the direction of Read Lewis of the Common Council for American Unity, were arranged for by Arnold Hartley, director of programs of radio station WOV, New York, and chairman of the NAB's foreign language subcommittee, Unaffiliated Stations' Committee. Languages covered are Polish, Italian, German, Bohemian, Yiddish, Spanish and Serbo-Croation.

Kits Furnished Stations

United Nations Day material also has been released through the Advertising Council, Inc. A radio kit has been mailed to more than 2,000 local stations. The kit consists of a campaign radio fact sheet, ten 1-minute spots, ten 30-second spots and two pages of station breaks. Announcements have been translated into seven major languages.

The Advertising Council's kit also contains the text of the Presidential proclamation of United Nations Day for Oct. 24 and a statement by Secretary of State Dean Acheson. The kit is prefaced by a joint letter to all broadcasters from J. R. Poppele, president of the Television Broadcasters Assn.; William E. Ware, president of the Frequency Modulation Assn., and Robert K. Richards of the NAB. The form letter urges broadcasters to use the material "with the enthusiasm which has won such acclaim for American broadcasting as the medium which does the job when the job needs doing."

Cooperating with The Advertising Council on the United Nations Day campaign are the National Retail Dry Goods Association, the Western Newspaper Union, National Association of Broadcasters and the Interracial Press of America. Judy Kwis is The Advertising Council's staff executive on the United Nations Day campaign.

Programs to Salute UN

The major networks will mark the occasion with special dedications on their regularly-sponsored programs and with the airing of special anniversary shows.

"The Telephone Hour" has been selected from NBC's entire schedule to give the network's coast-to-coast salute to UN Day, 9-9:30 p.m., EST. The program will feature Jascha Heifetz, a violinist who has been around the world four times and has appeared in major capitals throughout the world to bring to millions what has been described as "a sense of kinship and good will through the language of music." NBC also will repeat the UN Radio Division production, "Could Be," a documentary directed by Norman Corwin, on Oct. 23, 4-5 p.m., EST. The network's television show, "Kukla, Fran and Ollie," originating in Chicago, will weave into its action and dialogue a special United Nations theme on its Oct. 24th telecast.

ABC programs which will make special mention of the national observance include "The Church and the Nation," 6:15-6:30 p.m., EST, Oct. 22; "Message of Israel," 10-10:30 a.m., EST, Oct. 23; "National Vespers," 1:30-2 p.m., EST, Oct. 23; and "The Hour of Faith," 11:30-12 noon, EST, Oct. 23.

General Carlos P. Romulo, president of the United Nations General Assembly, will speak during intermission on the Sunday, Oct. 23, program of the CBS Symphony Orchestra. Other CBS programs scheduled to participate in the observance on Oct. 24 will be the television show, "Lucky Pup," 6:30-6:45 p.m., EST; Arthur Godfrey's morning show and the evening AM and TV simulcast; Bill Leonard's "This is New York," 9:00-9:45 a.m.; Margaret Arlen, 8:30-9:00 a.m.; and Jack Sterling, 6:00-7:45 a.m.

Worldwide Pickup Planned

Mutual has set aside the 10:30-11 p.m., Oct. 24, period for a special half-hour program, consisting of pick-ups from around the world in connection with UN Day. The web's daily public service religious program, "Faith in our Time," on Oct. 24 will concern itself largely with the anniversary. The principle speaker on the program will be Dr. Franklin P. Cole. The MBS sustainers, "Tennessee Jamboree," 9:30-9:55 a.m., EST, and "Hoe-Down Party," 4:30-5 p.m., EST, will carry mentions. Another dedication will be included in the MBS children's program, "B-Bar-B Ranch," 5-5:30 p.m., EST.

Committee Busy

Members of the Radio and Television Committee of the National Citizens' Committee, who have worked out plans for the special observance via radio and television, include:

Robert K. Richards, chairman; Ted Cott, vice-president in charge of programs, WNEW, New York; Arthur Feldman, director of special events, MBS; Sterling Fisher, manager, public affairs and education department, NBC; Earl H. Gammons, vice-president in charge of Washington office, CBS; Arnold B. Hartley; George Jennings, director, School Broadcast Conference, Chicago; J. R. Poppele; Frank M. Russell, vice-president, NBC; Robert Saudek, vice-president, ABC; James Secrest, director of public relations, Radio Manufacturers Association; Davidson Taylor, vice-president and director of public affairs, CBS; and William E. Ware.

Statement by Davis

Malcolm W. Davis, chairman of the National Citizens' Committee for United Nations Day, said of plans for radio and television participation in the observance: "We have grown accustomed to the enthusiastic participation of our broadcasting industry in events calculated to benefit the people of America. Perhaps, therefore, we fail sometimes to express our gratitude. Broadcasting's inspired support of the Committee in its plans for United Nations Day richly deserves the genuine acknowledgement of all of us identified with the effort directly—and of the peoples of the world who look hopefully to United Nations continuing success."

Special inquiries should be directed to David Bernstein, executive director, National Citizens' Committee for United Nations Day, 700 Jackson Place, NW, Washington 6, D. C.

Joins KBS Sales Staff

Chicago—Edwin R. Petersen, formerly sales executive in the midwest for ABC and the Mutual network, will join the Keystone Broadcasting System on Monday, Oct. 17 as special sales representative in Chicago, according to an announcement made by Naylor Rogers, executive vice-president of the network.

Petersen was with ABC in Chicago for over 8 years as account executive handling some of their largest accounts.

NAB Mailing Booklet On Int'l Broadcasting

(Continued from Page 1)

ernment relations, engineering and public relations and publications department. With profuse illustrations in the form of charts, diagrams, chapter heading illustrations, and an especially designed cover, the book contains a total of 64 pages.

The work deals in detail with the NARBA and international telecommunication convention meetings, the "good neighbor" conferences on broadcasting, the problem of sharing the high frequencies, and the "gentlemen's agreement" on allocations. Chapters on international broadcasting cover political barriers, the United Nations and UNESCO, and the "Voice of America" broadcasts.

Other parts deal with relations of broadcasters with the State Department, the FCC, the inter-governmental committees, the U. S. Advisory Commission on information, and other organizations.

The book was intended, according to the original instruction of the NAB board of directors, adopted at its New Orleans meeting, to explain in concise language the importance of international allocation problems in their operations, and in their service to American radio listeners. It was recommended to the board by the special board committee on international radio affairs, under the chairmanship of Michael R. Hanna, WHCU, Ithaca, N. Y., who is a member of the NAB board.

The engineering department of the NAB worked with Rankin in the preparation of the material. The text was written by Rankin. The book was designed and produced by the NAB public relations and publications department.

Stork News

Portland, Ore.—Phil Irwin, announcer for radio station KGW, NBC-affiliate, was presented by his wife Eloise with a new son, Mark Benjamin, on October 7.

Send Birthday Greetings To—

October 17
Radie Harris — John Prosser
Jack Owens — Marilyn Thorne
Claire Barry

October 18
Helen Claire — Louise Fitch
William Drips — J. D. Henry
Jack Turner

October 19
Tom Barton — Jack Shannon
Clive Davis — W. B. Ryan

October 20
Leo O'Rourke — Thomas Chalmers
Benedict Gimbel, Jr.
Clifford Peterson

NEW BUSINESS

KTTV, Los Angeles: Interstate Bakeries have contracted for twenty-second spot announcements for the following days: Sunday, Monday, Tuesday, two on Thursday, and Friday. Contract runs for 52 weeks, with the account placed through Dan B. Miner Company, Los Angeles. Welch's Restaurant has purchased one-minute spots once weekly for 52 weeks. The account was placed through Bruce Altman Advertising Agency, Los Angeles. Richfield Oil Corporation has signed for two one-minute spot announcements weekly on a 52-week contract. Dorr Walsh placed the business for Hixson & Jorgensen, Inc., Los Angeles. Eastern Columbia, local department store, has contracted for a one-minute spot announcement once a week for 52 weeks. The account was placed through the Stodel Advertising Company, Los Angeles. Victory Packing Company, packers of dog food, have contracted for a one-minute spot announcement once a week. The contract is for 52 weeks and was placed through W. C. Jeffries Company, Los Angeles.

WQXR, New York: Liberty Music Shops signed a 52-week contract marking the firm's fourth year as sponsor of "Record Rarities," heard two nights weekly, 9:30-10 p.m.

The Kaufman Carpet Co. has bought five 15-minute record programs, 11:30-11:45 a.m., Monday-Friday, and another quarter-hour on Saturday at 9:15.

The Citywide Independent Citizens Committee for the election of Herbert H. Lehman, the Women's Division of the Citywide Independent Citizens Committee, and the Campaign Committee for Morris, Uviller and Deserio, have bought a total of 21 15-minute periods for political talks, started Thursday, October 6.

Helen Hayes Cancels Fall CBS Radio Series

(Continued from Page 1)

of their 19-year-old actress daughter, Mary MacArthur.

The radio series was scheduled to return Oct. 9. It was understood at that time that Miss Hayes would begin her CBS series late in October. In place of the Helen Hayes show, the sponsor, America's Business Managed Electric Light and Power Companies, will continue to present "Meet Corliss Archer," originally a summer replacement and later extended to cover the October broadcasts during Miss Hayes' absence.

Wedding Bells

Barbara Keating, script writer on the Margaret Arlen program over WCBS, was married Saturday in the Church of the Immaculate Conception, Scarsdale, to George Peabody, Jr., president of George Peabody & Associates, public relations firm.

★ THE WEEK IN RADIO ★

Advertisers To Boost Budgets

By AL JAEGGIN

MOST national sponsors will maintain their advertising budgets for next year at the levels of 1949 while some advertisers will increase their budgets to meet stronger competition, according to a survey conducted by the Association of National Advertisers. John F. Kurie, ANA v-p for media and research, told the 40th annual meeting of the organization that the survey showed a tendency toward increased advertising budgets, primarily in five fields: beer and liquor, office equipment, business and finance, gas and oil, food and groceries.

A greater use of spot radio, especially for promoting tourist trade, by the State of Maine was forecast also by T. F. Flanagan in a speech delivered before the Maine Development Commission. . . . One company which heretofore has made little use of radio, the Waltham Watch Co., has decided to enter the all-out competitive field with the purchase of a new ABC audience participation show, "Share the Wealth," under a 39-week contract, effective Oct. 17. . . . The Revere Camera Co. of Chicago, signed a 52-week contract with ABC for the web's recently-acquired "A Date With Judy" program, Thursdays, 8:30-9 p.m., EST, effective Nov. 10.

In pointing out that the sound broadcasting industry itself is coming into an era of real competition with television, Crosley Broadcasting Corp. president James D. Shouse urged the FCC to authorize an increase in power for clear channel stations. Unless this is done, Shouse warned, the whole economic base of broadcasting may collapse, "and it need not necessarily be a slow death." . . . The "low-power era" of FM broadcasting is at an end, according to William E. Ware, FMA president. As examples, he pointed to the FCC's licensing of 30 FM stations to operate at full power: three at 50 kw or more, two at 40 kw or more and five at 20 kw or more. . . . A statement issued later in the week by the FMA declared that there are more FM-equipped homes in metropolitan New York than there are AM-equipped homes in any one of 26 states. . . . The RMA announced that radio tube sales rose sharply in August to a total of 13,505,940 compared with only 10,117,925 in July. . . . The Western Electric Co. decided to quit commercial production of microphones, loudspeakers and disc-reproducing equipment in order to concentrate its facilities toward supplying the needs of the Bell Telephone Co. and the growing requirements of the armed forces.

NBC announced "top brass" reorganization. Joseph H. McConnell, executive v-p of RCA, was named president of the network to succeed Niles Trammell, who became chairman of the board of directors. David Sarnoff, who served as chairman of both boards, will continue in his RCA post. . . . Mutual's board meeting ended with the first public, official indication that the radio network was planning a new TV web. . . . Columbia's chairman of the board, William S. Paley, will be at the network's Hollywood headquarters today for the beginning of the two weeks of conferences on operations, programming and station relations. . . . In an effort to further intra-network coordination and development of affiliates on local levels, the American Broadcasting Co. sent out two contingents of top officials and flacks on eastern and midwestern tours.

Harold B. Day, formerly cooperative program sales manager for ABC, has been named to the newly-created post of director of radio and television sales development with the web's spot sales department. Ludwig W. Simmel, business manager of the net's cooperative program department, was promoted to manager of the department. . . . Herman Bess, formerly general manager of WLIB, New York, was named v-p in charge of sales and programming for WPAT, Paterson, N. J.

Charles Hull Wolf, who was formerly assistant director of BBD&O's copy department, was named director of radio and television copy for McCann-Erickson, Inc. . . . Charles Oppenheim, assistant director of CBS program promotion, was promoted to the post of director of the department, succeeding Neal Hathaway who resigned to join Benton & Bowles.

Enters TV Set Field

Telequip Radio Company, Chicago, a major manufacturer of electronic test equipment, has announced a full line of TV receivers ranging from a 12½-inch table model to retail at $199.50 to a 16-inch deluxe console at $339.95. Edward E. Arkin, president of Telequip, said that his company is in full production of the new home line and has made initial shipments to distributors. Featuring built-in antenna, "Tru-lock" picture control, automatic gain control and simplified channel selector, the new Telequip sets have mahogany cabinets in light and dark finishes.

New Bent-Gun Ion Trap

Better pictorial resolution as well as greater simplicity and economy is claimed for the bent-gun ion trap featured by current DuMont TV tubes in the 12½", 15½", 16" and 19" sizes. Purpose of an ion trap is to eliminate discoloration of the TV tube screen due to ion bombardment. The bent-gun design featured exclusively in DuMont TV tubes, effectively eliminates screen blemishes due to ion bombardment, and offers the advantages of short neck length, because of the space saved by eliminating the double beam bending magnet.

PROMOTION

Special Xmas Series

Boston—Kasper-Gordon, Inc., producers of transcribed radio and TV programs, is producing what is claimed to be the first department store television series on film, synchronizing the action of marionettes with dialogue and sound.

As in the firm's transcribed radio package, "Adventures in Christmas-tree Grove," the video series will consist of 15 quarter-hour programs, open at both ends for the local sponsor's commercial. The series will be offered exclusively to one sponsor in each city.

Rates per episode start at $150 in the smallest markets. Kasper-Gordon plans to lease the films as in-store features in cities without TV facilities. A special 60-minute version is planned for home movie rental during the Christmas season.

No Tears, No Gore

Latest promotion of WNEW, New York, is a series of posters to be used in Fifth Avenue buses and taxicabs. One set proclaims, "No Sob Stories On Your Favorite Station For Music And News, WNEW," the other, "No Murders On Your Favorite Station For Music And News." Posters are three-color.

New G. E. Dual Stylus

A dual stylus has been added to General Electric's "electronic reproducer" for playing microgroove and standard records merely by depressing and turning a red button on the top of the tone arm. The new stylus is being used with a new G. E. 3-speed automatic record changer incorporated in two radio-phonographs (Models 329 and 330). It will also be used in other models scheduled for shipment later this year, according to W. M. Skillman, manager of receiver sales.

Stork News

John C. Alicoate, son of Charles A. Alicoate, became a father yesterday with the birth of a six-and-one-half-pound baby girl at the New York Hospital.

WANT TO BOOST YOUR HOOPER?
Reach by mail a new complete list of
TELEVISION OWNERS
in all important TV markets.
$18.75 per M names, addressed on your envelopes
DUNHILL
INTERNATIONAL LIST CO.
565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

COMPATIBILITY VITAL—DeFOREST

TELE TOPICS

SOME PRODUCERS might do well to sit in on kinescope playbacks of the Ed Wynn show on CBS for Wynn has mastered the art of making commercials painless. His gifted integration of the commercial plugs for his sponsor, Speidel, manufacturer of watch bands, on Thursday night's show was showmanship at its best with the advertising messages disguised as comedy. Highlight was Wynn's closing, announcing that he loved his sponsor and the show because of the lack of commercialism. When he turned his back to the TV cameras the name Speidel was spelled out in large block letters. Wynn, incidentally, seems headed for a high Hooper with his present half-hour variety show.

•

SPOKESMEN for the Kudner agency in confirming that Olsen and Johnson's show for Buick will be cancelled at the end of the current thirteen-week contract on October 27, insist the comics need a vacation. O. and J.'s decision came with dramatic suddeness and it is not known whether or not Buick will set a replacement for the 9 to 10 p.m., period Thursdays on NBC. The Scandinavian funsters plan to return to TV about January 1st in a half-hour show.

•

A SURVEY by the WLW research department discloses that one out of every eight Cincinnati families owns a video set. A set census in the area served by WLW-TV showed a total of 37,000 receivers—more than five times the number installed a year ago. The station attributes the increased set demand to the opening of coaxial service and improved picture quality and program fare, together with reductions in set prices.

•

ROWLAND GUILDFORD, New York regional sales manager for DuMont television sets, has been named to head "Allen B. DuMont Labs., Inc., New York Regional Sales Office," newly-formed company-owned distributing unit for the New York area, which includes Westchester and Connecticut. The new distributing organization will be quartered in offices at 515 Madison Ave., recently vacated by DuMont's national sales, advertising and order administration departments, which have moved to the East Paterson, N. J., plant.

•

GENERAL EISENHOWER'S postwar visit to Russia and his meeting with Stalin will be dramatized in Chapter 25 of "Crusade in Europe," to be aired by WJZ-TV on Thursday, October 20, at 9 p. m.

New Line Introduced

Twenty new radio and television sets have been announced as additions to Zenith's current line. The new units were introduced by H. C. Bonfig, vice-president of Zenith Radio Corporation, at a midwestern distributors' meeting in Chicago last Wednesday and at another sectional meeting in New York last Friday. Additional presentations will be made to remaining Zenith distributors at two other meetings scheduled later this month in Memphis and San Francisco. The new models include three table radios: two table radio-phonographs; one radio console; two radio-phonograph console combinations, and twelve TV receivers of varied style and design.

Don't Sell TV Short, Loewi Tells R. E. C.

Boston—The time has come for television broadcasters and agency men to focus their attention on video's cost in relation to the selling job it does, and in relation to the cost of other media, Commander Mortimer W. Loewi, director of the DuMont Television Network, told the local Radio Executives Club on Friday.

"To an advertiser who must pay for it entertainment is only an incidental," Loewi declared. "It's only a device by which he raises an audience before whom to display his wares—like the barker in front of a sideshow, or the beautiful girl on the cover of a great magazine. I don't mean to say that entertainment isn't necessary on television. . . . But what I say is that we should stop and figure entertainment's cost in relation to the job it does for the man that's footing its bill. We should stop and ask ourselves: Can we assemble as many viewers for him for less money?"

Sees Video Far in Front

Loewi added that telecasters and advertising agency executives also "should think about the obligation that we owe sponsors and clients to see to it that they use all of TV's selling side." Elaborating on this point, he said: "A television program offers the advertiser five times as much as any other medium—the opportunity to entertain, to display, to demonstrate, to merchandise, and to sell his prospective client."

Diathermy TV-Static Set-Mfrs.' Fault—FCC

Washington Bureau of RADIO DAILY

Washington—The FCC announced Friday that it has adopted an amendment to its rules putting the responsibility for interference with TV from approved-type diathermy machinery on the setmakers. Reason for the interference, said the Commission, is that the frequency amplifiers used in some TV sets are "less effective" than those in sound radio sets.

Solution Suggested

Use of traps, shields or filters in setmaking was advised, with a clear statement that, so long as the non-broadcast equipment causing the interference is in compliance with regulations, the responsibility for the interferences lies with the TV receiver manufacturers. Makers of diathermy equipment have gone to great expense to make their equipment conform to requirements, the Commission said.

The Week In Television

RCA has a new color tube in the works, Dr. Elmer W. Engstrom, vice-president in charge of research for RCA Labs., disclosed to FCC members and television experts attending an RCA color video demonstration in Washington. . . . CBS came through with flying colors, so to speak, at its first demonstration of a pigmented outdoor pickup, telecasting a football game between two high school teams in Washington. WOR-TV began regular operations on Channel 9 Tuesday night with "no bright lights, no fanfare" as the keynote. . . . An article in "Stand By," official organ of the New York local of AFRA, disclosed that the union and other eastern members of the 4-A's are planning talks on a TV talent scale this season, with or without the participating of West Coast talent unions. . . . "Pat" Weaver, NBC vice-president in charge of tele, told the ANA convention in New York that video has already reached "the payoff point."

Feels Color Won't Retard Advance Of Tele Field

(Continued from Page 1)

for the good of the industry." He believed that it would be "disastrous to the industry" if the FCC should reach a conclusion too early on the color hearings now under way in Washington. "I believe it will be several months before the FCC will come to any conclusion," he commented. He stressed again and again the importance of developing a color system which will not interfere with a continued increase of television audiences.

Dr. De Forest disclosed that he had been working for the past two years on a color system of his own but decided to discard it now because "it is mechanical and therefore isn't compatible." However, he revealed that he is now developing a mechanical, circulating color filter for installation in front of RCA black-and-white receivers. He plans to present his color receiving system, which consists of a checkerboard color screen circulating in an orbit 20 times per second, to RCA engineers at Princeton, N. J., next week. The new filter apparatus, he said, is the same size as the tube. The CBS apparatus, it was pointed out, is twice as large as the tube. De Forest predicted that his converter should not cost more than $50 when and if it is accepted by RCA and put on the market.

De Forest, who often has been called "the father of radio," somewhat abandoned "his child" with the declaration that "it has been thoroughly demonstrated that TV set owners pay very little attention to radio when television programs are on." He admitted that television programs are "capable of infinite improvement," but added that "comedians can get away with more corn on television than on radio" because of the addition of the element of sight.

He forecast that there always will be many sections where television will not be available because of the limited distance a TV transmitter can carry a signal. He likened this limitation of television to FM broadcasting.

Dr. Goldmark And CTI

Washington—Dr. Peter C. Goldmark, CBS research director, will be the leadoff witness as the fourth week of the FCC's hearings on color TV get under way this morning. Goldmark is expected to be on the stand only briefly, with testimony by Color Television, Inc., to follow.

Inter-American Ass'n Champion Free Radio

(Continued from Page 1)

owned radio, Goar Mestre of Havana, Cuba, president of the association, declared at the conclusion of the three-day meeting.

The board members heard a report from Lorenzo Balerio Sicco of Uruguay on his recent tour of broadcasting in Central and South American countries. On this tour Senor Sicco visited 18 countries and met with member broadcasters of the association.

Friday afternoon the visiting broadcasters were entertained at a cocktail party sponsored by NAB. Among the broadcasters were Emilio Azcarraga of Mexico City; Jose Ramon Quinones of WAPA, San Juan, Puerto Rico; Tomas Muniz, president of the Puerto Rican Broadcasters Association; John Royal and Cal Abrams of NBC and Ed Chester of CBS.

Congressmen, On MBS, Will Describe Travels

(Continued from Page 1)

for Political Education in co-operation with MBS. The broadcasts, entitled "Mr. Congressman Reports from Abroad," will be carried over the Mutual web on Oct. 23, Oct. 30, and Nov. 6 from 10:00 to 10:30 p.m., EST.

Included in the broadcasts will be the following reports:

(1) Sen. Estes Kefauver, of Tennessee, on conditions in Germany.

(2) Sen. Lester Hunt, of Wyoming, on the conference of the Inter-Parliamentary Union in Stockholm.

(3) Rep. M. G. Burnside, of West Virginia, in an interview with U. S. Ambassador to the Philippines, Myron Cowen.

(4) Rep. Chase G. Woodhouse, of Connecticut, on conditions in Greece and Turkey.

(5) Rep. Andrew Biemiller, of Wisconsin; Rep. John Sullivan, of Missouri, and Dr. W. Palmer Dearing, deputy surgeon general of the United States, on the British health insurance plan and their interview with Aneuran Bevan, British Minister of health. Biemiller in an interview with Swedish trade union leaders. Sullivan on the highlights of his committee trip, including a visit with the Pope at the Vatican.

Acquire Mystery Series

Edwin and Clifton Fadiman, both officers of the radio production and management outfit, Fadiman Associates, Ltd., announce their acquisition of the exclusive rights to Rex Stout's famous detective characters of Nero Wolfe and Archie. The packaging will be done by the Fadiman organization.

The Fadimans also announce that they will shortly be ready to bring back their famous First Piano Quartet to radio, television, records, and concerts.

COAST-TO-COAST

Cited By Magazine

Lufkin, Tex. — Vice-President of the Forest Capital Broadcasting Company which owns and operates KTRE, E. L. Kurth, Sr. has recently been elected as the "South's most outstanding businessman of 1949" by the Dixie Business Magazine.

Husband & Wife Show Planned

Pittsburgh, Pa.—Elaine Beverley, singing star of KDKA's Brunch With Bill and Memory Time shows, and her husband, Joe Mann, radio announcer, are readying a husband and wife show for radio, television and stage. They are to be featured in the Community Chest campaign kickoff at Syria Mosque October 24.

WCSI-FM Contracts With Auto Co.

Columbus, Indiana—Leppert Auto Supply Company, in conjunction with a Circle Piston promotion, has contracted for five spots a day for 13 weeks, over WCSI-FM. Contract was completed by James Leppert, President of the Leppert Supply Company and Graeme Zimmer, radio director for Syndicate Theaters, Inc.

WTWA Broadcasts Games

Thomson, Ga. — All 9 of the Thomson High School football games, both home and away, will be broadcast by WTWA and sponsored by the Johnson Motor Company, the Ford Dealer in Thomson. Ed Kobak will do the play-by-play of these games and Johnny Morris will be the color man.

Thomas Pres. of Advertising Club

St. Louis, Mo.—C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM, and president of Transit Radio, Inc., was installed as president of the St. Louis Advertising Club at the regular weekly meeting of the organization last week. Thomas succeeded James Wilson, vice-president of the D'Arcy Advertising Company.

Municipal Election Booster

Hartford, Conn.—The new proportional representation municipal election in Worcester, Massachusetts, is receiving a boost from WDRC. At the request of WTAG, Worcester, WDRC has recorded a talk on the progress of the new Hartford city manager government by former Mayor Mortensen, who was a prime mover in the adoption of the new form. The platter has been sent to WTAG for use in the municipal campaign.

M-G-M Program Scheduled

Washington, D. C.—The MGM Theater of the Air will feature Charles Laughton in "Canterville Ghost" from 10 to 11 p.m., Sunday, Oct. 16, over WMAL. The new program is an hour-long drama featuring MGM stars heard in the roles they created in the movies.

Musical Show In Debut On KDKA

Pittsburgh, Pa. — "Welcome Aboard the S. S. Duquesne," a new half-hour musical program made its bow over KDKA Saturday evening, October 15 at 7:30. The new program features Ed Schaughency playing the role of Captain Jack, with Marilyn McCabe, soprano singer, portraying the Captain's niece. Irving Barnes, baritone, plays First Mate Bill.

WBRK Helps Promote Contest

Pittsfield, Mass.—WBRK recently joined hands with three other Western Massachusetts radio stations to help wtih the Mr. BIF contest. The contest was to publicize the Berkshire Industrial Farm and raise money for its fall campaign. Voice of Henry Fonda was played over the air and with certain clues, listeners to the program were asked to identify Mr. BIF.

Coast Adv. Executives Holding Convention

(Continued from Page 1)

chairman of the 4-A board and president of Benton & Bowles, will speak on the "Communication Through Advertising" at tomorrow evening's meeting.

This morning's speakers include Frederic R. Gamble, 4-A president, and George Link, legal counsel. Gertrude Murphy and Bart Stebbins will discuss Coast television progress.

Joins WOR Sales Staff

Larry Surles, Jr., formerly an account executive with WATV, Newark, N. J., has joined the WOR, New York, sales department as account executive.

His other previous associations include John Blair & Co., New York, station representatives; the American Broadcasting Co.; WFBR, Baltimore, Md.; and the magazine, Readers Digest.

the nation's most *distinguished* flight



"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood*," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 11 NEW YORK, TUESDAY, OCTOBER 18, 1949 TEN CENTS

THREE WEBS SIGN ASCAP TV CONTRACT

Divergent TV Views By CBS, CTI At FCC

Washington Bureau of RADIO DAILY

Washington — With RCA on the sidelines, CBS and Color Television, Inc., yesterday presented differing ideas on the relative merits of direct view and projection tubes. For CTI, attorney Samuel Burrows Smith, former RCA patent attorney, maintained that the present CTI projector color method is good enough for commercial service, while CBS research chief Dr. Peter C. Goldmark held that the loss in color quality

(Continued on Page 3)

Pollster On Spot Tonite At Rutgers Univ. Forum

New Brunswick, N. J.—The problems that public opinion pollsters face will be discussed tonight by Dr. George Gallup, director of the American Institute of Public Opinion, as guest speaker on the Rutgers University Forum's press-radio conference at 8:05 o'clock.

Gallup, who will be interviewed by a panel of three newspaper and radio men, is expected to tell how

(Continued on Page 2)

42 Stations Elected To AP Membership

The Associated Press has announced the election of 42 more radio stations to membership, raising to 1,048 its total of radio members. The added stations are:

WLYC, Williamsport, Pa.; WJAR, Providence, R. I.; WOPI, Bristol, Tenn.-Va.; KAMQ, Amarillo, Texas; KIBL, Beeville, Texas; KPET, Lamesa, Texas; KTRH, Houston, Texas; WDAN, Danville, Ill.; WABY, Al-

(Continued on Page 3)

Pioneers to Meet

The Radio Pioneers, an organization of 300 veteran radio executives, artists and engineers, will hold a luncheon meeting tomorrow at the Hotel Roosevelt in New York City. The meeting will discuss plans for a membership drive, annual banquet and the establishment of radio awards, according to William Hedges, president.

Back In Harness

Lowell Thomas, globetrotting CBS newscaster, is a hard man to keep away from a microphone. Returning Sunday night by air from a trip to Tibet during which he suffered a broken thigh bone in a fall from a horse, the veteran broadcaster said he would resume his regular 6:45-7 p.m. stint on CBS tonight. Thomas brought back with him personal greetings from the Dalai Lama and the Regent of Tibet for President Truman and Secretary Acheson.

Mark Warnow Dies; Veteran Air Maestro

Mark Warnow, veteran musical conductor and arranger, died suddenly of a heart attack yesterday soon after being admitted to Polyclinic Hospital in New York.

Warnow, conductor of NBC's "Your Hit Parade" series, had returned to New York early Sunday morning from a weekend trip to Richmond for the Tobacco Festival celebration. He was taken ill the following morning.

His radio career dated from 1933,

(Continued on Page 2)

National Flower Week Kits Sent To Stations

The Society of American Florists has sent out radio kits consisting of spot announcements, program scripts, and suggested music to all stations in connection with the fifth

(Continued on Page 2)

NBC, CBS, ABC In 5-Year Agreement For Blanket Use Of Society Music; Expect DuMont Pact This Week

After about a year of negotiation, the American Society of Composers, Authors and Publishers and three networks —ABC, CBS and NBC—yesterday signed a five-year contract, retroactive to Jan. 1, 1949, covering blanket use of ASCAP members' music on TV. The fourth video web,

(Continued on Page 7)

Private Broadcasters Organizing In S. A.

Private broadcasters' associations have been established in six South American countries as part of the Inter-American Association of Broadcasters (AIR), Goar Mestre of Cuba, AIR president, and board members Gilmore N. Nunn of the U. S. and Lorenzo Balerio Sicco of

(Continued on Page 3)

Gen. Bradley, Ed Murrow Address NARND Dinner

Gen. Omar N. Bradley, permanent chairman of the U. S. Joint Chiefs of Staff, and Edward R. Murrow, CBS news commentator, will speak at the 1949 convention banquet of the National Assn. of Radio News Directors, to be held at the Commo-

(Continued on Page 3)

McCreery Buys Control Of Coast Ad Agency

West Coast Bureau of RADIO DAILY

Hollywood—Walter McCreery has bought the controlling interest in the advertising firm of Smith, Bull & McCreery, of which he is president.

McCreery will move to new quar-

(Continued on Page 3)

Rural Radio Strength Stressed By Nielsen

Although television is making inroads on radio listening in urban areas, the vast majority of radio homes are in non-urban areas and therefore unaffected by video competition, A. C. Nielsen declared this week in announcing a new Nielsen service, "Homes-Using-Television."

Underlining the growing rivalry between his firm and C. E. Hooper, Nielsen said: "The only nation-wide

(Continued on Page 2)

Clete Roberts To Cover Oahu 'Invasion' for KFWB

West Coast Bureau of RADIO DAILY

Hollywood — Clete Roberts, ace newscaster for KFWB who has covered the war in Europe and the Pacific, the Bikini A-bomb explosion, and many other top news stories, leaves this week for Hawaii to cover

(Continued on Page 2)

"Men Of The Year" Named By Chicago Conference

Chicago—Two radio administrators and educators were honored by the national advisory committee of the School Broadcast Conference yesterday when they were voted "men of the year" at the opening session of the 13th annual SBC at the Hotel Sherman. The broadcasters are Kenneth G. Bartlett and Richard B. Hull.

In announcing the awards, George Jennings, director of the Conference, said, "For the first time in ten years the advisory committee vote was tied. Both Ken Bartlett and Dick Hull have long been leaders in educational radio. Under Bartlett's leadership Syracuse University has made great strides in the use of radio and television in education; the same may be said for Iowa State, where Dick Hull is the director. Despite heavy teaching and adminis-

(Continued on Page 3)

Testimonial

Wilmington, Del.—Add radio's selling power: WTUX got the following note from Gordy & Son Co., local builders—"We have sold 350 homes. . . . Four out of every five (sales) were directly traceable to radio advertising on Station WTUX. We feel that. . . . this has been the biggest selling job ever done in real estate in Delaware. . . ."

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(*October* 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
ABC	7⅞	7⅜	7¾	.....
Admiral Corp.	28⅞	27⅝	28¼	— ⅝
Am. Tel. & Tel.	143¾	143¼	143¾	.....
CBS A	23	22⅞	23	— ⅛
CBS B	22⅞	22¾	22⅞	.....
Philco	31¾	30½	31	— ¾
Philco Pfd.	81½	81½	81½	— ¾
RCA Common	12⅝	12¼	12⅝	.....
RCA First Pfd.	72¾	72	72¾	+ ¾
Stewart-Warner	12½	12⅜	12⅜	— ¼
Westinghouse	28⅜	27½	28	— ½
Westinghouse Pfd.	99½	98	99½	+ ¾
Zenith Radio	28¾	28⅜	28¾	.....

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13¼	13	13	— ⅜
Nat. Union Radio	2⅞	2¾	2¾	.....

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	13¾	14¾
Stromberg-Carlson	12¼	13½
WJR (Detroit)	7	7⅜

Clete Roberts To Cover Oahu 'Invasion' for KFWB

(Continued from Page 1)

operation "Miki," a mock invasion of Oahu Island by the enemy.

Roberts' accounts of the exercise will be recorded in the islands and flown back to the mainland daily for airing over KFWB.

AD AGENCY
RADIO — TV PACKAGE PRODUCERS

Immediately available as Radio-TV production assistant and/or Man Friday to busy Radio-TV producer. Four years similar experience with top N. Y. agency. Write RADIO DAILY, Box 277, 1501 Broadway, N. Y. C.

Pollster On Spot Tonite At Rutgers Univ. Forum

(Continued from Page 1)

last minute shifts in opinion sentiment affect political straw voting results.

His questioners will be William Michelfelder, feature writer for the New Brunswick Sunday Times; Charles Johnston of WJLK, Asbury Park; and Leonard Goldblatt of the Bergen Evening Record.

Originating from New Brunswick, the broadcast will be heard over stations WAAT, Newark, and WCTC, New Brunswick.

Broadcasts by transcription will be heard Wednesday at 4:30 p.m. over WDHN-FM, New Brunswick; Thursday at 2:45 p.m. over WBAB and WBAB-FM, Atlantic City; Saturday at 12:30 p.m. over WTTM, Trenton; Tuesday, October 25, at 7:30 p.m. over WSNJ and WSNJ-FM, Bridgeton; Saturday, October 29, at 12 noon over WTNJ, Trenton; and Tuesday, November 8, at 9:30 p.m. over WJLK-FM, Asbury Park.

Mark Warnow Dies, Veteran Radio Maestro

(Continued from Page 1)

when he was hired by CBS as a staff conductor. He had made his debut as a concert violinist at a Town Hall recital in 1924, and was associated with such Broadway musical successes as the Music Box Revue, "Apple Blossoms," and one edition of the Ziegfeld "Follies." As a radio conductor and arranger he worked on the Westinghouse show, the "March of Time," and "We, the People," among others.

Warnow was born in Russia in 1902, and was brought to the U. S. in 1907. His second marriage, to Helen McGowan, ended in divorce in 1948. There were three children by his first marriage and two by his second. He also leaves a younger brother, Raymond Scott, the musician and composer.



WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

Rural Radio Strength Stressed By Nielsen

(Continued from Page 1)

radio program rating service other than Nielsen Radio Index is limited to telephone homes in urban areas. Therefore, it measures the Radio vs. TV battle only in that small portion of the arena where TV is able to strike. The areas where radio is untouched by TV are wholly neglected —and these areas contain a heavy majority of the total homes."

Nielsen added his belief that if "misconceptions" about the relative size of radio and TV audiences take root at this stage "many millions may be wasted in advertising, and tremendous damage may be done to the financial interests of those who have a stake in radio."

National Flower Week Kits Sent To Stations

(Continued from Page 1)

annual National Flower Week observance, Oct. 30-Nov. 6.

The material is suitable for broadcast either on a sponsored basis, in conjunction with local florists, or as non-commercial, public interest material. The kit includes station-break spots, one-minute announcements, a 15-minute interview with a local florist, a long floral anecdote, and a list of suitable Flower Week songs.

COMING and GOING

WILLIAM S. PALEY, chairman of the CBS directorate, is in Hollywood, where he plans to spend two weeks on business.

VERNON A. NOLTE, general manager of WHIZ, Zanesville, Ohio, was welcomed yesterday at the New York offices of NBC, with which the station is affiliated.

RAMON BONECHEA, administrative assistant to the president of the Inter-American Assn. of Broadcasters, has left New York for Montreal, where he will attend the NARBA meetings as a member of the delegation from Cuba.

"TOMMY" TOMLINSON, assistant program director for the western division of CBS, is back at his Hollywood headquarters after vacationing at La Jolla, Cal.

MAURICE C. DREISER, quizmaster on "I Challenge You," featured weekly over WEVD, is visiting Hollywood and San Francisco in conjunction with the syndication of the quiz series. He'll also gather material for his forthcoming book, "How to Be a Gourmet."

LUCILLE SMALL, Broadway and Hollywood commentator, is back from a four-week honeymoon in Mexico and has resumed her thrice-weekly program, "Show Business Reporter" over WWRL.

JOHN SERRAO, manager of network sales service for CBS in Hollywood, is back in the film capital following a short business trip to San Francisco.

WIN ELLIOTT and the program personnel of his "County Fair" show on CBS, have returned from Indianapolis, where last Saturday they broadcast from the Indiana State Fair Grounds.

Strange Cat



Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath.

There's something unusual, too, in the Baltimore radio market and it is Station W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town.

This means you can do BIG things with a LITTLE money on W-I-T-H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W-I-T-H story today.



WITH

BALTIMORE, MARYLAND

Tom Tinsley, *President* · *Represented by* Headley-Reed

Private Broadcasters Organizing In S. A.

(Continued from Page 1)

Uruguay disclosed at a joint interview yesterday with RADIO DAILY.

Balerio Sicco's "educational" tour of 14 South American countries has led to the formation of private radio organizations in Peru, Panama, Costa Rica, Nicaragua, Honduras and El Salvador, it was revealed. In addition, "free radio" organizations have been established in "several South American countries which have been subjected to outside influences to take over private radio," Mestre said.

The next AIR general assembly has been set for Santiago, Chile, in February, 1950, pending final approval from Chile. Balerio Sicco will leave New York next week for Santiago for the purpose of making further arrangements.

At last week's AIR board meeting at the Waldorf-Astoria, Mestre was authorized to study the possibility of publishing a monthly Spanish-language magazine to be known as "The AIR" for distribution throughout South America. The planned magazine, which would be published in the United States, would contain all types of general broadcasting information designed to "make South American radio people better broadcasters." Mestre was authorized also to look into the possibility of opening an AIR office in New York. Both of these plans, however, must await final approval by the next AIR general assembly next year.

Both Nunn and Mestre highly commended the tour of Balerio Sicco, declaring that "his trip has proven the work of this organization (the AIR) to be a closely knit organization" whose first objective it is to foster and insure 'free radio'." In discussing the development of the AIR as an organization similar in function to the NAB in the United States, Mestre said: "We have reaped the harvest with Mr. Balerio Sicco's trip. South American broadcasters, as a result of his trip. have tackled the job of securing private radio. . . .

"The days when one broadcaster can stand alone are passed," Mestre continued. "What happens in one country does effect what happens in other countries."

Joins NAB Staff

Washington—Vincent T. Wasilewski has joined the legal department of the National Assn. of Broadcasters. A recent graduate of the University of Illinois, he will assist Don Petty, general counsel.

Executive Secretary

Capable assistant to busy executive in recording field. Fully experienced in all phases of phonograph and transcription recording business. Specialized knowledge of music copyrights. Write Box 278, Radio Daily, 1501 Broadway, New York City.

Direct View vs. Projection Argued By CTI, Goldmark

(Continued from Page 1)

and picture fidelity, as well as the increased cost, rule out the projection method for the general public.

Smith said the CTI system can work with direct-view tubes now in the development stage—saying he believes the RCA tube or the tube of Dr. Charles Willard Geer might do, as well as the tube CTI is working on. None of these tubes is now ready, however, and there is no definite indication when one will be.

Dr. Goldmark said CBS is anticipating that the vast majority of present set owners will want to convert to color or buy new sets as soon as it learns color is available in TV. Asked about possible improvements in the CBS system, Goldmark said there may be important improvements, but that he is not willing to dream publicly about them.

"If I were to dream here," he said in reply to questions by Commissioner Frieda B. Hennock, "then I would not be far apart from other parties who have appeared here." He insisted that so far as the public is concerned, a 405-line color picture is absolutely satisfactory, and that "anyone who sees it likes it better" than the 525-line black and white pix. When Miss Hennock asked about the man who must get in black and white the 405-line picture from a CBS color transmission, when he has been accustomed to a 525-line black and white signal, Dr. Goldmark said that when people know they can get color they will at once consider their present sets obsolete.

But he insisted that CBS has not "written off" the present sets; "we have shown how these sets can be converted."

Miss Hennock asked, "suppose he doesn t want to spend anything, but just wants black and white television?"

Goldmark said he thought she was underrating the "value and the magic of color"—that she was being "unrealistic." He added that if the Commission gives the go-ahead signal now, it will mean a tremendous spurt in the development of important improvements to the system.

He insisted, however, that the projection system will never be as good as the direct-view color picture—a contention with which RCA experts have taken issue.

Smith said CTI converters might be made available from $60 to $75, but that set-owners could pick up the CTI-type signals in black and white with no new equipment. CTI is known not to be enthusiastic about converters, however, and is interested in the possibility of manufacturing sets.

Pressed by Miss Hennock to indicate how soon the CTI system could be made ready commercially. Smith begged off on the ground that he is not a production man.

Color-TV notwithstanding, black and white will always be with us, Smith predicted. He said the greater cost of color transmission, to the public, to the broadcaster and to the advertiser will mean a dual TV system. Not only are receivers and transmitters to be more expensive, he said, but other studio equipment will go higher—for instance air conditioning made necessary by the heat resulting from the vastly more powerful lighting required for shooting scenes in color.

Smith damaged his effectiveness by depreciating the CBS system on the basis of inaccurate information. Goldmark was on hand to correct him in unmistakable fashion on important technical points.

42 Stations Elected To AP Membership

(Continued from Page 1)

bany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WPNF, Brevard, N. C.; KCLE, Cleburne, Texas; KPRS, Olathe, Kansas; WMTC, Vancleve, Ky.; WPKE, Pikeville, Ky.; WPKY, Princeton, Ky.; WJBW, New Orleans, La.; WGRO, Bay City, Mich.; WTVB, Coldwater, Mich.; WHDF, Houghton, Mich.; WCEN, Mt. Pleasant, Mich.; WSGW, Saginaw, Mich.; WFDR, New York, N. Y.; WTVN, Columbus, O.; WCUO, Cleveland, O.; WOHI, East Liverpool, O.; WMAN, Mansfield, O.; KOME, Tulsa, Okla.; KERG, Eugene, Oregon; WFMH, Cullman, Ala.; KVMA, Magnolia, Ark.; KOSE, Osceola, Ark.; KBRS, Springdale, Ark.; KIBE, Pala Alto, Cal.; KLZ, Denver; KRPO, San Jose; WPCF, Panama City, Fla.; WRLD, West Point, Ga.; WGGH, Marion; WIBC, Indianapolis, Ind.; WWCA, Gary, Ind.

McCreery Buys Control Of Coast Ad Agency

(Continued from Page 1)

ters at 9344 Wilshire Blvd., Beverly Hills. Frank Bull and V. R. Smith will remain in their present Hollywood offices and, while continuing to hold stock in the parent corporation, will operate under the name of Smith & Bull. A change in the corporate name of Smith, Bull & Mccreery is anticipated, to minimize confusion.

Key executives of the original firm, including Earle Dumont, Charles Ganz, Robert Svensson, Richard Berggren, E. A. Tischler, and Al Essig, will join McCreery at the new address.

Trout 18 Years An Analyst

NBC newscaster Robert Trout, on WNBC's 11 p.m. Shell Oil Co. news program, Oct. 16, celebrated his 18th anniversary as a radio news announcer.

'Men of The Year' Named By SBC

(Continued from Page 1)

trative loads both have given generously of their time and energy to further educational radio and television, not only within their respective areas, but nationally as well."

Bartlett is dean of university college at Syracuse University, Syracuse, New York; chairman of the educational committee for Television Broadcasters Association and chairman of the committee to set standards for the college teaching of radio. Hull is director of radio for Iowa State College at Ames; manager of station WOI; and president of the National Association of Educational Broadcasters.

Expect Attendance Mark

With over 1,000 advance registrations it is expected that attendance at the three-day educational radio conference will exceed last year's figure of 1,800. The meetings will continue throughout Thursday and the sessions will consider all angles of educational radio station operation, programming, and the use of radio in the classroom. Panel discussions on FM and television are also included on the agenda.

Gen. Bradley, Ed Murrow Address NARND Dinner

(Continued from Page 1)

dore Hotel, New York, on Nov. 12.

Jack Shelley, of WHO, Des Moines, convention program chairman, said that at least one network is planning to record a question-and-answer session after Bradley's formal address for possible re-broadcast. Preliminary convention activities begin on Thursday, Nov. 10, with special tours to United Nations headquarters.

During the convention proper, Nov. 11-13, speakers will include Justin Miller, NAB president; Elmer Davis, ABC news analyst; Erwin S. Canham, editor of the Christian Science Monitor; Benjamin Cohen of the UN, and Charles Hull Wolfe, radio and television copy chief for McCann-Erickson.

Wedding Bells

Rita Cahill, assistant to John L. Clark of Transamerican Broadcasting and Television Corporation was married to Lawrence S. Tobias, sales engineer for the International Paper Company on Saturday, October 15. The couple are now honeymooning in New England and upon their return will make their home in Jackson Heights, N. Y.

School Broadcast Equipment

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ARE YOU DELIVERING WHERE IT COUNTS ON THE PACIFIC COAST?

WHEREVER YOUR IMPORTANT MARKETS ARE on the Pacific Coast, Don Lee can be depended upon to deliver the goods . . . because Don Lee, and only Don Lee, has a local network station in all of 45 important markets. Only Don Lee can sell your product to these 14 million people where they live and spend their 15½ billion dollars a year.

Pacific Coast radio is different because of the Coast's rugged terrain. Mountains (many over 14,000 feet high) surround nearly every important market and make long-range broadcasting difficult and unreliable. A great many local network stations are necessary to reach the people where they live and where they spend their money. This is Don Lee coverage!

Only Don Lee has enough stations (45) to broadcast your message *from within* the Coast's 45 important sales markets. No other Pacific Coast network has even half as many stations as Don Lee.

Advertisers who know the Pacific Coast know that long-range broadcasting is not reliable in many

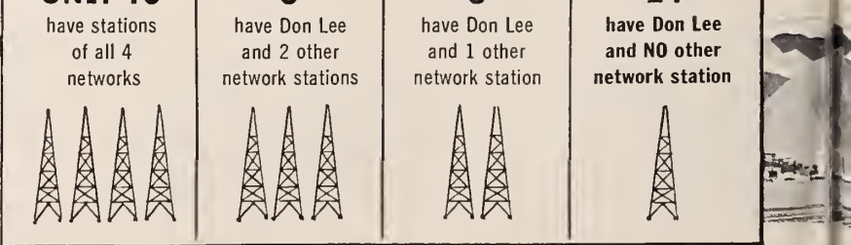
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Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





of the important markets. That's why Don Lee regularly broadcasts as many (often more) regionally-sponsored programs as the other three networks *combined.*

When you want to sell all of the important markets on the Pacific Coast, use the only network especially *designed* for the Pacific Coast: DON LEE.

Don Lee Stations on Parade: KXOA—SACRAMENTO, CALIFORNIA

Sacramento County alone has a population of 256,400. Its natural trading area (45 mile radius) has an estimated population of 500,000. Comprehensive surveys show that throughout this area, radio listening is confined almost entirely to Sacramento's local stations. KXOA's clear signal on 1,000 watts gives you positive assurance of merchandising coverage "from within" this important market, whose metropolitan county area ranks 9th highest in retail sales on the Pacific Coast—67th in the nation. When you buy Don Lee, you dominate the whole Pacific Coast through local coverage from within 45 important markets—where the people live, where they spend their money.

The Nation's Greatest Regional Network



CHICAGO

By HAL TATE

THOMAS MITCHELL, well known actor currently appearing in Chicago as the ill-fated Willy Loman in Arthur Miller's Pulitzer Prize play, "Death of a Salesman," was the special guest on the Quiz Kids program Sunday, October 9.

Jo Stafford entrained for New York after her successful two-week engagement at the Chicago Theater. She will return to Chicago within a few weeks to rehearse her new Capital Concert Caravan in which she will star with Paul Weston, the Starlighters, and Red Ingle. The first concert will be at Notre Dame in about a month.

Eddie Cantor turned in a sensational job at the Coliseum where he starred in the 2nd Annual National Television and Electrical Living Show.

Is WOR planning to close their Chicago office? At least, John Shelton is resigning as manager of the New York station's Chicago office in the Tribune Tower.

Tutti Camarata, musical director of London Records, flew in to record two songs with Charlie Spivak. The records were cut at the local Universal Recording Studios with Universal prexy Bill Putman at the engineering controls. Spivak is currently on a one-nighter tour.

Skee Wolff, WBBM writer and producer, will conduct advanced classes in radio acting and announcing, in connection with Northwestern University, at the studios each Tuesday and Wednesday evening, beginning Sept. 21. Wolff becomes a member of the university faculty, in line with a policy worked out between the school and WBBM to use professional people as instructors. Enrollment will consist of two groups of 20 to 30 students each.

Gwen Griffen, of the MBS Central Division Sales Service office, was recently elected to the distinctive post of president of the Northwestern University downtown campus drama club.

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California Commentary . . !

● ● ● Opening Hooper rating of Lux Radio Theater has the agency lads in a highly optimistic mood. They're looking for high ratings this season and have their fingers crossed hoping this will jolt sponsors loose from additional funds for radio purposes rather than television. . . . Jo Stafford, who has been taking a prominent role in Heart Week activities for the past two years, was named H'wood campaign chairman for the 1950 Heart Week opening Feb. 14th. . . . "Date With Judy" returns to the ABC web Nov. 10th with Louise Erickson in the title role. . . . Word is around that CBS is casting fond glances at Geo. Jessel and Lena Horne and would like each to head up a TV series. . . . Jack Benny went into the hospital right after his Sunday broadcast for a minor operation for sinus. He's due to check out tomorrow. . . . Benny, meanwhile, has been penned in for an engagement at the Palladium in London next summer followed by a tour of the provinces. . . . Chas. Bulotti, Jr., has been named production director of KTTV, Times-CBS television station. . . . Watch for a national mag. article on guided missiles written by KFWB newscaster Clete Roberts, who picked up sensational information on the subject during his recent inspection of the White Sands plant. . . . Ken Hanson, formerly with Y & R and Sam Jaffee, has joined Harry Koplan's production staff on CBS' "Meet the Missus."

Hollywood

☆ ☆ ☆ ☆

● ● ● The Columbia Pacific Network's "Meet the Missus" series will continue to emanate from the Earl Carroll Theater-Restaurant despite the fact that the Sunset Blvd. nite spot recently shuttered. . . . Ethel Merman returns to the air in new time spot—Mondays at 7:30 p.m., starting on the 24th after a six-week vacation. Program was formerly aired Sundays. . . . Producer Sterling Tracy, of CBS, has selected Frank Graham to play the title role in the new whodunit, "Jeff Regan." 60 of Hollywood's top actors were auditioned for the role. . . . Jack McCoy's emcee work on "H'wood Calling" creating lots of comment, all favorable. . . . Man responsible for those program ideas on the Groucho Marx program is Bernie Smith, a former Los Angeles radio editor. . . . Jack Carson hasn't forgotten the "forgotten man." The comic will play 36 veterans hospitals in six days on his current swing through California, Idaho, Utah and Oregon, taking along a cast of ten H'wood personalities. . . . Bob Ecton writing tunes for a new show which Estelle Taylor will launch for TV. . . . Hope Emerson's tome will be titled "Second Hand Information."

☆ ☆ ☆ ☆

● ● ● A galaxy of radio network stars, including Eddie Cantor, Bing Crosby, Bob Hope, Jack Benny, J. Durante and Dinah Shore, will unite their talents in a broadcast over NBC Oct. 28th in honor of the N. Y. Foundling Home's 100th ann'y. . . . MCA lining up a series of concerts for Dick Haymes to be staged on weekends this winter along the Pacific Coast. . . . Jackie Gleason's new nitery routines are being scripted by Jerry Seelen and Cy Miller. . . . Connie Haines, now in H'wood for her singing role in MGM's "Duchess of Idaho," will guest twice more on the Vaughn Monroe series over CBS. . . . Don Wilson celebrating his 25th year in radio and his 20th as an announcer this month. . . . Mel Blanc's fan mail has increased to over 500 letters a week as a result of the running gag on the J. Benny program in which Mel is attempting to get a job on the show. . . . United Productions of America completes another TV film for Ford Motor Co. this week. . . . Mary and Harry Hickox, originators of one of L. A.'s most popular kiddie stanzas, "Jump Jump," are on the verge of gathering in a national sponsor who would put their program on a full network.

NEW BUSINESS

WGN-TV, Chicago: The Peter Hand Brewery Company, Chicago, for Meister Brau, sponsored the 15-minute preview period preceding the WGN-TV telecast of the 1949 World Series games beginning Oct. 5. Batten, Barton, Durstine & Osborn, Chicago, was the agency in charge.

Erie Clothing Company, through the Gourfain-Cobb agency here, also sponsored a one-minute film announcement immediately preceding and following all WGN-TV telecasts of the 1949 World Series games beginning October 5. Community Furniture & Appliance Company, Chicago, has contracted for a one-minute announcement immediately preceding the WGN-TV telecast of "Club Kickoff" and the collegiate football schedule on Saturdays. Jerome Reese, Chicago, is the agency. Goldenrod Ice Cream Co., Chicago, is renewing five weekly film spot announcements on WGN-TV from November 7 for 26 weeks. Goodkind, Joice and Morgan, Chicago, handles the account. Studebaker Sales of Chicago has signed a contract for a one-minute film announcement on WGN-TV starting September 30 and continuing for 7 weeks. Roche, Williams & Cleary, Inc., Chicago, is the agency for Studebaker.

WCBS, New York: Vick Chemical Co., through Morse International, has bought three participations weekly on Margaret Arlen's program, for 13 weeks starting Oct. 18. Madison Square Garden Corp., for the Rodeo, purchased three participations on Jack Sterling's morning program each week through Sept. 30, and station breaks through Oct. 1. Agency: Deglin-Wood, Inc. United Florist Trades, Inc., through Ruthrauff & Ryan has bought nighttime station breaks for eight weeks through Oct. 30, which marks the start of National Flower Week.

NEED RECORDING TAPE IN A HURRY?
For emergency use, we will rush-ship (by Air if outside N. Y. area) up to 20 reels from our New York stock at prices listed for such quantities.
CALL OR WRITE
today for complete Recording Tape price list and a Free supply of Program Identification Labels.
AUDIO & VIDEO PRODUCTS CORP.
1650 BROADWAY, N.Y.19, N.Y.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

THREE NETS SIGN ASCAP CONTRACT

TELE TOPICS

IN THE new, half-hour version of "Supper Club," which bowed on NBC Sunday, Chesterfield and the Newell-Emmett agency have tried to duplicate the informality, warmth and charm of their highly successful Arthur Godfrey show on CBS. That they failed to achieve this goal should be no reflection on Perry Como and the others on "Supper Club." It's just that Godfrey's presence in front of the cameras cannot be matched. Como is good, but he'll need more help than he received on the opener. . . . The music, supplied by Como, the Fontane Sisters and Mitch Ayres' ork, was fine, but the show lacked action and was weak visually. A brief appearance by Milton Berle was more Texaco commercial than entertainment, and a series of tableaux worked into a comedy bit about a song plugger was only fair. Closing the Sabbath show with a hymn was most welcome, but we thought the accompanying window dressing was maudlin and unnecessary.

●

CBS says that the folding of Ken Murray's "Blackouts" on Broadway will not affect the web's plans to star Murray in a series. Meanwhile, Murray is getting a cool $2750 per week from the web for doing nothing, but CBS will not put the show, budgeted at around 15 G's, on the air until a bankroller is found. . . . Lever Brothers has signed Schwerin to test nine recorded installments of "The Clock" before the end of the year. Program and commercials will be tested with reports to go to the three agencies on the show, FC&B, JWT and R&R. . . . ABC has acquired exclusive sales rights to the Three Stooges for TV and has recorded a 30-minute audition directed by Phil Berle, Milton's brother.

●

A NEW gimmick in time sales is being used by WAAM, Baltimore. Salesmen calling on local accounts carry portable, Motorola seven-inch receivers to show prospects the station's afternoon programming. Station officials say the technique is paying off in contracts. . . . One of the best audience promotion pieces we've seen is a 9 by 12 inch photogravure booklet by WBKB, Chicago. Besides plugging local and network talent and shows, book takes viewers behind the scenes, shows them how TV works and introduces them to execs and staffers. . . . American Museum of Natural History is cooperating with Wm. Morris and Monte Proser on a new moppets series titled "Junior Explorers." . . . Someone should wise up the WDTV flackery about news. Yesterday this department received from the Pittsburgh station the hot news that Dr. DuMont received an honorary degree from B'klyn Poly on June 15. To top it off, the July issue of Tele-Tech was listed as source for the story—the station is owned by DuMont.

Zworykin Reveals Super-Sensitive Tube

West Coast Bureau of RADIO DAILY

Hollywood — Laboratory development of a new pickup tube with the sensitivity of the human eye was disclosed here at the weekend by Dr. Vladimir K. Zworykin, vice-president of RCA Laboratories.

Speaking before the Society of Motion Picture Engineers, Zworykin said the new tube, named the photicon, would permit elimination of previously required multipliers and make possible construction of simpler and smaller tubes and cameras. The greater sensitivity of newer tubes, such as the photicon, makes them eminently suitable for color, he added.

Tele will find usefulness to mankind far beyond the entertainment service it provides as the result of the development of new supersensitive tubes and smaller, more compact camera equipment, he said.

In amplifying his prepared talk, he declared that TV was only on the threshold of the greater good it can serve mankind in every walk of life. He envisioned practical applications in science, education, surgery, and industry.

Video techniques, he pointed out, can be applied to great advantage in the scientific field, in particular. In astronomy, he said, an obvious use is to let the camera substitute for the observer at the eyepiece of the telescope, making possible remote control of the instrument with a minimum of disturbances.

NBC Plans Revival Of 'Broadway Revue'

"Broadway Revue," top-flight revue sponsored on NBC and DuMont last season by Admiral, will be incorporated in NBC's upcoming three-hour "Saturday Night" program, it was announced yesterday by S. L. Weaver, web veepee in charge of tele.

"Broadway Revue" would again be produced and directed by Max Liebman.

The three-hour program, which is being offered to 12 advertisers on an entire-show participation basis, is designed "to follow groups of Americans as they go about their Saturday night diversions." A simulated hour at the movies, another at the theater and a third, comprising night clubs, radio and vaudeville, have been blocked out as the main segments of the show.

Vance Joins WOAI-TV

San Antonio — Fred Vance has been appointed television sales executive for WOAI-TV, which is expected to start test patterns in the first week of November. Vance was formerly associated with the national sales department of KMPC, Los Angeles.

'Black Robes' Moves

"The Black Robe," NBC-TV courtroom drama, moves to a new time, Monday, 9-9:30 p.m., starting tonight. This is the period vacated by "Colgate Theater."

5-Year Agreement Grants Blanket Use of Music

(Continued from Page 1)

DuMont, has agreed to the terms of the pact and probably will sign by the end of this week, it was said.

Agreement covers blanket licenses for the nets and their individually owned and operated stations, with clearance at the source on network shows. Rates are approximately those for radio use—2.75 per cent of gross time sales for networks and 2.25 per cent for stations—plus 10 per cent.

Prexy Mark Woods signed the contract for ABC; Lawrence Lowman, vice-president, signed for CBS, and Charles R. Denny, executive vice-president, signed for NBC. Fred E. Ahlert, president of Ascap signed for the society.

WOR-TV, New York, key station of the planned Mutual TV network, has requested an Ascap license on a per-program basis, it was said.

Until Dec. 31, 1948, Ascap allowed network use of its members' music without charge. Because contract agreement could not be reached by that time, the Jan. 1, 1949 deadline was extended to Mar. 1 and later was extended monthly until the present time.

The agreements signed yesterday must be ratified by 80 per cent of the Society's writer members and publisher members, who assigned their rights to Ascap for a two-year period instead of the five-year period covered by the contract. No difficulty is anticipated in securing members' agreement.

Press-Time Paragraphs

Johns Hopkins Announces Award Winners

Baltimore—Guy DeVry, 30-year-old New Yorker, has won first prize in the Victor Frenkil Television Playwriting Award offered nationally by Johns Hopkins University. DeVry received the $150 prize for his play, "The Man Who Ordered Apple Pie," which will be produced by the school Playshop. Awarded honorable mention were Ward Wagnon, of Baltimore, and Ruth K. Forinash, of San Fernando, Calif.

Rate Boost Announced By WFIL-TV

Philadelphia—Rate increase from $550 to $700 per evening hour effective Nov. 15 was announced yesterday by WFIL-TV. Effective Dec. 1, ABC network rate for an evening hour on the outlet will be boosted to $1,000, which is double the WFIL-(AM) rate. General manager Roger W. Clipp predicted a basic evening rate of $2,000 within two or three years.

Howard Bay To Do Sets For Y&R Shows

Howard Bay, prize-winning Broadway set designer, has been signed by Young & Rubicam to do the backgrounds for two of the agency's shows, "Silver Theater" and the Fred Waring program, both on CBS. Bay has worked for some 60 Broadway productions, his latest work appearing in the forthcoming musical, "Montserrat."

Crosley Shifts Terry

Cincinnati—Marshal N. Terry will shift his duties from the television administrative field to become vice-president in charge of merchandising for the Crosley Broadcasting Corporation following a brief vacation, officials of the firm said yesterday.

Terry, formerly vice-president in charge of tele, will devote a major portion of his time to the establishment of a merchandising operation in the television field.

TV activities of the Cincinnati, Dayton and Columbus stations of Crosley will be coordinated through R. E. Dunville, vice-president and general manager.

J. M. Zinselmeier will continue as director of merchandising of WLW. In addition, his duties are being increased to encompass market studies in connection with future expansion plans of Crosley Broadcasting.

COAST-TO-COAST

Rost Appointed To WKRC Post

Cincinnati, O.—Herman E. Fast, station manager of WKRC, announced that Claude Rost has been appointed as publicity director of his station to succeed Charlton Wallace. Rost was recently a member of the WKRC public relations department and was the station's athletic director for its juvenile sports activities.

New National Representative

Newark, N. J.—William G. Rambeau Company of Chicago has been appointed national representative of WNJR, it was recently announced by Harry D. Goodwin, general manager of the Newark station.

World Forum Program Set

Detroit, Mich. — On Saturday, October 15, 7:30-8:00 p.m., WWJ inaugurated new series of programs in conjunction with the Foreign Policy Association. The programs will revolve around Russell Barnes, of the news staff, and will be known as "World Forum."

New Conservation Program Set

Amsterdam, N. Y.—WCSS presents as a new series, "Bill Scott-Forest Ranger," produced by the U. S. Department of Agriculture Forest Service. This show is designed for the younger set, and stresses forest conservation.

Music Show Rescheduled

Newark, N. J.—WNJR has rescheduled the George Richard Brown's "Music Box Show" after a summer layoff. It will be aired Tuesdays at 7:30 p.m. The show featuring music produced by old-fashioned music boxes exclusively. The program is scheduled for a 39-week run, and will feature a different group of instruments each week.

Adams' "Open House" Takes Road

Minneapolis, Minn.—WCCO's two and a half hour Cedric Adams "Open House" show makes its debut October 19th at Blue Earth, Minnesota. The show includes a cooking school, a style show to be presented by the Dayton Company, five acts of vaudeville, and Adams broadcast of "Nighttime News."

Cartoonist To Include WWDC's Parrot

Washington, D. C. — "Richard," talking parrot in radio who is the star of the "Milton Q. Ford Show" over WWDC, will be included as a permanent character in the cartoon "Bo," by Frank Beck, the creator of the comic strip.

KIOA Renews Contract

Des Moines, Iowa—It was announced that radio station KIOA has renewed and extended its contract for the use of the World Broadcasting System's transcribed library service. Among those bands recording for World are Dave Rose, Eddy Howard, Russ Morgan, Larry Fotine and others.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of October 7-13, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Wonderful Guy	Chappell
Ain't She Sweet	Advanced
Be Goody Good Good To Me	United
Don't Cry Joe	Harms
Fiddle Dee Dee	Harms
Georgia On My Mind	Peer
Give Me A Song With A Beautiful Melody	Witmark
I Can Dream Can't I	Chappell
If You Ever Fall In Love Again	J. J. Robbins
It's A Great Feeling	Remick
Just One Way To Say I Love You	Berlin
Last Mile Home	Leeds
Let's Take An Old Fashioned Walk	Berlin
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
Maybe It's Because	Bregman-Vocco-Conn
Meadows Of Heaven	Laurel
Now That I Need You (Where Are You)	Famous
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Through A Long And Sleepless Night	Miller
Toot Toot Tootsie Goodbye	Feist
Twenty-Four Hours Of Sunshine	Advanced
You Told A Lie	Bourne
Younger Than Springtime	Chappell
You're Breaking My Hear:	Mellin

Second Group

TITLE	PUBLISHER
Bali Ha'i	Chappell
Ballin' The Jack	E. B. Marks
Dime A Dozen	E. H. Morris
Hollywood Square Dance	Santly-Joy
Hop Scotch Polka	Cromwell
How It Lies How It Lies How It Lies	E. H. Morris
Huckle Buck	United
I Never Heard You Say	Kramer-Whitney
I Only Have Eyes For You	Remick
In Santiago By The Sea	Life Music
Jealous Heart	Acuff & Rose
Katrina	E. H. Morris
Let's Harmonize	Santley-Joy
Love Is A Beautiful Thing	Porgie
My Bolero	Shapiro-Bernstein
Over The Hillside	Dreyer
She Wore A Yellow Ribbon	Regent
Song Of Surrender	Paramount
Why Don't You Haul Off And Love Me	Lois Music
WHY Fall In Love With A Stranger	Campbell
Wishing Star	Broadcast Music

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AGENCIES

McCANN-ERICKSON Caracas office announces its appointment by Capriles Hnos., of that city, to handle the advertising of Van Raalte stockings.

J. WALTER THOMPSON CO. has been named by Pacific Mills, Boston, textile mfrs., for all advertising, effective Jan. 1.

FOREIGN ADVERTISING AND SERVICE BUREAU has been appointed by Best Foods, Inc., for export advertising, with Harry A. Palmer as account executive.

GETCHAL & RICHARD, INC. has been named by Sales Affiliates, national distributors of Zotos and Jamal hair wave preparation.

WILSON, HAIGHT & WELCH, INC. has been named by T. H. Clack & Bemporad Co., makers of American Lady rugs. Television will be used.

JOHN C. MADDOX, formerly with BBD&O, has been appointed assistant to the president of Fuller & Smith & Ross, Inc.

GOOLD & TIERNEY, INC., New York, has moved its offices to 103 Park Ave.

ARISTA ADVERTISING CO., New York, has moved to 8 W. 40th St.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York Advertising agency, announces the addition of Frank A. Woods to its copy staff in the Detroit Division.

ROBERT S. KELLER, INC., sales promotion representative, has been engaged by WWCO, Waterbury, Conn., effective immediately, according to an announcement by Milton H. Meyers, owner of the basic Yankee-Mutual outlet.

KEN DERBY, formerly an assistant supervisor of night operations at NBC, has joined Fletcher D. Richards, Inc., as a radio-TV copywriter.

MONROE GREENTHAL CO., INC. has been appointed by the Charmore Co., Paterson, N. J.

CLARK & RICKARD, INC., Detroit, has been named by Kasco Mills, Toledo, for Kasco dog foods and farm feed, effective Nov. 1.

Joins IBS Staff

Vail W. Pischke, radio attorney, has been appointed legal counsel for the Intercollegiate Broadcasting System, and will serve on the staff of the IBS Washington office. Pischke, a member of the Indiana, District of Columbia and Supreme Court Bar Associations, was active in radio production work before graduating from the University of Notre Dame.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 12 NEW YORK, WEDNESDAY, OCTOBER 19, 1949 TEN CENTS

SBC CONFERS EDUCATIONAL CITATIONS

Commercial, Non-Commercial Stations Honored For Aid To Education; Meetings End Tomorrow

Six New Outlets OK'd; Other Activity At FCC

Washington Bureau of RADIO DAILY

Washington—The FCC this week announced a number of new AM station permits, including six daytime-only grants. These are to Somerset Broadcasting Co., Somerset, Pa., for the 990 band with 250 watts; to Scurry Broadcasting Co., Snyder, Tex., for the 1220 band with 250 watts; to Northeast Iowa Radio Corp., Oelwein, Ia., for the 950 band with 500 watts; to Greenwood Broadcasting Corp., Greenwood, Miss., for the 960 band with one kilowatt; to Boone Broadcasting Co.,

(Continued on Page 8)

Henry Field Dies At 77; Was Pioneer Broadcaster

Shenandoah, Iowa—Henry Field, founder of KFNF, Shenandoah, and head of nation's biggest retail mail-order seed and nursery firm, died at his home on Monday at 77.

Field built KFNF in 1924, and began his daily "Letter-Bag" broadcasts which continued until a month ago. The program was said to be the oldest continuously-broadcast commercial show in radio. He founded the Henry Field Seed and Nursery

(Continued on Page 2)

Television Is Topic Of REC Luncheon

Norman Corwin, radio writer and director, Pierre Crenesse, director of the French Broadcasting System of North America, and also Thomas Flanagan, managing director of the NARSR, will be the speakers at the Radio Executives Club of New York luncheon-meeting at the

(Continued on Page 5)

Distinction

Ben Grauer, NBC's ace announcer, becomes "Bennett Grauer" in the web's press release announcing the return of Arturo Toscanini to the podium for the fall and winter series of NBC Symphony orchestra concerts starting Saturday, Oct. 29, 6:30 p.m., EST. Grauer will announce. Opening program is devoted to Berlioz and Debussy.

Wide Coverage

With over 1,800 radio stations in the United States scheduled to carry the U. N. Day cornerstone laying ceremony on next Monday it is estimated that the radio audience will be around 50,000,000 people. In addition the program will be given world-wide shortwave distribution through the facilities of U. N., the State Department and other shortwave transmitters. Television stations will also carry a pictorial story of the event.

Hult Succeeds Barnes As MBS Sales V.-P.

Adolf N. Hult has been appointed vice-president in charge of sales of the Mutual Broadcasting System to succeed Z. C. Barnes who is resigning after seven years with the network, it was announced yesterday by Frank White, MBS president.

Hult, now vice-president in charge of Mutual's central division, will take over his new post in New York on Oct. 24. Barnes will announce his future plans next week.

Hult, a native of Chicago, has

(Continued on Page 8)

Complete Plan Of Contest On 'Voice Of Democracy'

Washington Bureau of RADIO DAILY

Washington—Robert K. Richards, NAB public relations chief and chairman of the "Voice of Democracy" committee, yesterday announced plans for the Voice of Democ-

(Continued on Page 8)

Listener Program Is Praised By Coy

San Diego—FCC Chairman Wayne Coy has voiced his approval of a new weekly series titled "The Listener Talks Back," sponsored by the Southern Cal. Assn. for Better Radio and Television Wednesday evenings over KFMV, San Diego, and KWIK, Burbank, which was launched last week.

Said Coy: "The role of the listener

(Continued on Page 6)

WHLI Dollar Volume 40% Above Last Year

Hempstead, N. Y.—"Today's business on WHLI and WHLI-FM represents a 40 per cent increase in dollar volume over that of the same period of last year," it was announced yesterday by Joseph A. Lenn, v-p in charge of sales at the stations.

In announcing the volume of busi-

(Continued on Page 5)

Schwerin Plans Survey In Wisconsin Farm Area

The Schwerin Research Corp., New York, has scheduled a series of four audience-reaction tests of Mutual's "Man on the Farm" pro-

(Continued on Page 8)

Chicago—WEW, St. Louis, walked off with top honors among commercial stations garnering two awards in the radio competition at the 13th annual School Broadcast Conference currently holding its three-day session at the Hotel Sherman here. WEW won second place honors, together

(Continued on Page 6)

CBC's Policies Hit By CKRC Petition

Winnipeg—A protest against the CBC's power to regulate activities of privately-owned radio stations was contained in a brief presented to the Royal Commission on Arts, Letters and Sciences by radio station CKRC, Winnipeg. The Commission under the chairmanship of Rt. Hon. Vincent Massey, is investigating Canadian development in the

(Continued on Page 5)

Giveaway Show, 5 W'kly, For Seeman, On WMCA

A new five-times-per-week giveaway show, "Tune-O," with prizes totalling $1,000 per day, will premiere over WMCA, New York, Nov. 14, 1:30-2 p.m., Mondays through Fridays, under the sponsorship of

(Continued on Page 5)

Kintner Gives Adv. Women Progress Report On Radio

Declaring that standard radio broadcasting is completing the most successful year in history and faces steady expansion in the foreseeable future, Robert E. Kintner, executive vice-president of ABC, addressed a luncheon of the Advertising Women of New York at the Hotel Astor yesterday.

Kintner, who recently returned from a tour of ABC affiliates, reported that he found commercial radio flourishing everywhere and characterized it as "the bread and butter of mass communications."

The ABC executive sees no conflict between the expansion of television and radio. "Each new medium of advertising and communications creates not only its own audience, but also creates advertising appropriations," Kintner said. "Increased advertising in turn creates increased

(Continued on Page 6)

Hams Come Through

Montreal — Local radio amateurs joined hams elsewhere in Canada and the U. S. over the weekend in testing emergency notification facilities. St. John's, Newfoundland, was designated as a "disaster" area, isolated from the rest of Canada. The hams relayed messages to and from Red Cross offices, keeping contact with the city.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(*October* 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 5/8	7 3/4	8 5/8	+ 7/8
Admiral Corp.	28 7/8	28 1/8	28 3/4	+ 1/2
Am. Tel. & Tel.	144	143 5/8	144	+ 1/4
CBS A	23 1/4	23	23 1/8	+ 1/4
CBS B	23	22 7/8	23	+ 1/8
Philco	31 1/4	30 5/8	31 1/4	+ 1/4
RCA Common	13 1/4	12 1/2	13 1/4	+ 5/8
Stewart-Warner	12 3/4	12 3/8	12 3/4	+ 3/8
Westinghouse	28 3/8	28	28 3/8	+ 3/8
Westinghouse pfd.	99 1/4	99	99	— 1/2
Zenith Radio	29 5/8	28 3/4	29 5/8	+ 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/8	12 3/4	13 3/8	+ 3/8
Nat. Union Radio	2 7/8	2 5/8	2 7/8	+ 1/8

OVER THE COUNTER

DuMont Lab.	14	15
Stromberg-Carlson	12 1/2	13 3/4
WJR (Detroit)	7	7 3/8

Henry Field Dies At 77; Was Pioneer Broadcaster

(Continued from Page 1)

Co. in 1899, and from it built a $3,000,000 annual business. In 1932 he won the Republican nomination for U. S. Senator from Iowa, but was defeated in a Democratic landslide that swept the state.

He leaves his wife, Bertha, 11 children, a brother and five sisters.

KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

☆ COMING AND GOING ☆

ROBERT E. KINTNER, executive vice-president of ABC, and ERNEST LEE JAHNCKE, vice-president of the web in charge of stations, left last night for Pinehurst, where they'll hold meetings with web affiliates from the Carolinas and Virginia.

WILLIAM A. SCHUDT, director of station relations for CBS, has left on a short business trip to Philadelphia, Baltimore and Washington.

PHIL ALAMPI, farm news editor of WJZ, will address the Associated Women of New Jersey of the New Jersey Farm Bureau at its annual Fall meeting in the Farmhouse at Trenton on October 27.

BERT ANDREWS, American network commentator and chief of the Washington Bureau of the New York Herald-Tribune, is in San Francisco attending the Pacific Coast meeting of the Democratic Party. His broadcast this Saturday will originate at KGO, American network affiliate.

GILMORE N. NUNN, president of WLAP, Lexington, and director of the Inter-American Association of Broadcasters, is back in Kentucky after having attended the meeting of the AIR board.

ELMER DAVIS, American network commentator, arrived in New York yesterday. He will remain here for three days, during which time he will meet with agency officials. His newscasts will emanate from Radio City.

JACK PACEY, trade news editor for ABC, returned yesterday from a 10-day public-relations tour through 12 major market areas of the East.

RICHARD DORSO and BEN BENJAMIN, of Century Artists, Ltd., have arrived from Hollywood to discuss with television executives the sale of a new mystery film series, "Out of the Shadows."

WILLIAM PURCELL, chief engineer of WGY, Schenectady, N. Y., is in town conferring with O. B. Hanson, NBC vice-president in charge of engineering, and George McElreath, director of engineering operations for the network.

VERNON J. DUKE, staff engineer at NBC, today is in Camden attending the meeting of the RCA Victor-NBC liaison committee.

BILL POLGLASE and CHIP CHIPOLLA are back in town after having broadcast last Saturday's game between Fordham and Scranton over WFUV-FM.

EVELYN KNIGHT, vocalist starring on "Club 15" over CBS, has returned to Hollywood following a trip to Washington, D. C., where she entertained at the national convention of the Chain Store Grocers Assn.

SID ASCHER and GEORGE SCHREIER, publicists, are back in town following a short business trip to Chicago.

CHET LAUCK, the Lum of "Lum 'n' Abner" on CBS, is back in Hollywood following a visit to Mena, Ark. Program will return to the air Nov. 2.

ABC Covering Forum

ABC will air three speeches at the annual New York Herald Tribune Forum on Current Problems, to be held at the Waldorf-Astoria next Monday and Tuesday. The keynote address by Gen. Dwight Eisenhower will be broadcast on Oct. 24 at 8:30 p.m., an address by Sen. Hubert H. Humphrey will be recorded for broadcast at 11:45 p.m., and a talk by Sen. Henry Cabot Lodge will be aired Oct. 25, at 11:45 p.m.

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LOS ANGELES NEW YORK CHICAGO



Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you're using W-I-T-H *you are indeed!* W-I-T-H is famous for producing low-cost results.

You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things on W-I-T-H.

So get set for the tough, competitive days ahead. Get W-I-T-H on your schedule fast. Call in your Headley-Reed man and get the full story today.

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed



if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

TELEVISION DUMONT NETWORK America's Window on the World

515 Madison Ave., New York 22, N.Y.

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Du Mont programs shown live on these stations

WAAM . . . . . Baltimore, Md.
WNAC-TV . . . . . Bastan, Mass.
WBEN-TV . . . . . Buffala, N. Y.
WGN-TV . . . . . Chicaga, Ill.
WCPO-TV . . . . . Cincinnati, Ohia
WEWS . . . . . Cleveland, Ohia
WTVN . . . . . Columbus, Ohia
WHIO . . . . . Dayton, Ohia
WJBK-TV . . . . . Detroit, Mich.
WICU . . . . . Erie, Pa.
WLAV-TV . . . Grand Rapids, Mich.
WJAC-TV . . . . . Johnstawn, Pa.
WGAL . . . . . Lancaster, Pa.
WTMJ-TV . . . . . Milwaukee, Wis.
WNHC-TV . . . . . New Haven, Conn.
WABD* . . . . . New York, N. Y.
WFIL-TV . . . . . Philadelphia, Pa.
WDTV* . . . . . Pittsburgh, Pa.
WTVR . . . . . Richmond, Va.
WHAM-TV . . . . . Rachester, N. Y.
WRGB . . . . . Schenectady, N. Y.
KSD-TV . . . . . St. Lauis, Ma.
WHEN . . . . . Syracuse, N. Y.
WSPD-TV . . . . . Toledo, Ohia
WTTG* . . . . . Washington, D. C.
WDEL-TV . . . . . Wilmingtan, Del.

Programs shown on these stations by Du Mont teletranscription

KOB-TV . . . . . Albuquerque, N. M.
WAGA . . . . . Atlanta, Ga.
WBRC-TV . . . . . Birmingham, Ala.
WBTV . . . . . Charlatte, N. C.
KBTV . . . . . Dallas, Tex.
WFMY-TV . . . . . Greensbora, N. C.
KLEE-TV . . . . . Houstan, Tex.
WSAZ-TV . . . Huntingtan, West Va.
WFBM-TV . . . . . Indianapalis, Ind.
WMBR-TV . . . . . Jacksonville, Fla.
KTSL . . . . . Los Angeles, Cal.
WAVE-TV . . . . . Louisville, Ky.
WMCT . . . . . Memphis, Tenn.
WTVJ . . . . . Miami, Fla.
WDSU-TV . . . . . New Orleans, La.
WKY-TV . . . Oklahoma City, Okla.
KMTV . . . . . Omaha, Nebr.
KSL-TV . . . . . Salt Lake City, Utah
KPIX . . . . . San Francisca, Cal.
WTCN-TV . . . . . St. Paul, Minn.
KING-TV . . . . . Seattle, Wash.

**Du Mont owned and operated stations.*

CHICAGO

By HAL TATE

FRANK H. FORD, president of KENT, Mutual affiliate in Shreveport, La., is a Chicago visitor.

Bill Dooley has left the sales staff of radio station WAIT, to join the Chicago office of Weed and Co. Bill succeeds Don Pontius who left Weed to become Chicago manager for the Meeker rep firm. A WBBM salesman for 15 years, Dooley was also sales manager of WTTH, Port Huron, Mich., and KLX, Lexington, Ky.

"I Wish I Had A Sweetheart," newly recorded by Al Morgan on a London label, has been a lucky song for its publisher, Pete Durane, who picked it up in 1941 for his last $15. It was recorded by several name bands, and made over $25,000 for Pete. Al Morgan's revival promises to repeat its original success.

Studs Terkel, disc jockey, will appear in the local company of "Detective Story" which opens soon at the Blackstone Theater.

Visiting Radio Sales here this week is Jules Dundes, director of sales and advertising at KCBS, San Francisco.

Sy Stern, formerly associated with Mercury Records, has opened offices at 203 N. Wabash Avenue where he will handle publicity and record promotion.

ABC's publicity department beaming as a result of the national breaks received in the October 25 issue of "Look" on "Super Circus," in the November issue of "True Story" with an article on "The Breakfast Club," and in the October 10th issue of "Quick" with a personality profile sketch of Don McNeil.

Honeymooning at the Northernaire in Three Lakes, Wisconsin is Anthony J. Koelker, manager of ABC's station relations department in Chicago, who was married to Patricia Peebles of Omaha on Saturday, October 1.

A recent addition to the WBBM sales staff is Pat Wendling.

Enjoying a late vacation is Trudee Marlin of the WBBM Publicity Department.

Louise Massey, formerly a member of the Westerners, made a guest appearance on the ABC-TV Barn Dance program, Monday, October 10. Doc Blanchard emcees the show which features Kay Brewer, Lulu Belle and Scotty, Don White, the Sage Riders, Cousin Tilford, and John Dolce and his All-American square dancers.

WBAL
means business
in Baltimore



Mainly About Manhattan. . . !

● ● ● SO THEY TELL ME: Television set retailers now being hit by consumer rumors of drastic price cuts after Christmas. . . . A radio producer who's been huffing and puffing about his success lately is trying to forget an $85 check of his that bounced. . . . Roger Kay, in addition to his soon-due Mady Christians show and the Lionel Stander series, is working on a suspense series to star Paul Lukas. The two juve leads on the Mady Christians show, incidentally, are Carlton Forbes and Patricia Gaye, who nosed out B'way names for the roles. Producer Kay discovered the 19-year-old Gaye gal working behind a Macy counter. . . . Lyle Stuart, whose first tome, "God Wears a Bow Tie," just hit the book stalls, is putting the finishing touches to his next one already. New book is fashioned around a well-known syndicated columnist. . . . Radio actresses climb the ladder to success, notes Walter T. Shirley, but TV gals are using the stare-way. . . . Ted Green has readied a new series, "Washington Story," for both radio and video. . . . Herb Stein reports that when Groucho Marx resigned from the Friars he sent them the following note: "I don't want to belong to any club that would accept me as one of its members."

☆ ☆ ☆ ☆

● ● ● Talk about your details on television, Bay Nelson had to get a special permit from the Dep't of Public Assembly of the New York Fire Dep't to burn down a model railroad station six inches square! It all has to do with his new show, "Roar of the Rails," which kicks off Monday p.m. via CBS-TV, and which is gonna go in for a lot of destruction, all in miniature, natch. All Ray's got to worry about for the first few weeks is one avalanche, three train wrecks, an exploding railroad station, plus the problems connected with doing the Johnstown flood and burning down the city of Baltimore. And how've you been!

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Sam Geison, long regarded by this pillar as one of the brighter and more articulate press agents, will moderate a series of AVC forums starting with a debate tonight on National Health Insurance between Congressman Andrew Biemiller, of Wisconsin, and Dr. Irving Leinwind, of the AMA. (Personally, we'd much rather hear him do the debating himself than merely referee). . . . Gene Hamilton, director and musical commentator of the Carnegie Hall radio series, has grown a luscious Van Dyke. Not because he favors the new adornment, but as a prop for a forthcoming video audition of "The Chamber Society of Lower Basin St.", which he now controls. . . . The Mariners have recorded a catchy tune for Columbia—"Be The Good Lord Willin' "—dedicated to Arturo Godfrey's famed sign-off line. . . . Plenty of TV film activity going on at the Mannon Sound Stages being operated by Geo. Orth, veteran film producer. They just finished a film on housing narrated by Fredric March. . . . Opening gun of WWRL's campaign to combat juvenile delinquency is a non-sectarian religious program slanted exclusively for children.

☆ ☆ ☆ ☆

● ● ● The video version of "One Man's Family," written and produced by Carlton E. Morse, will tee off on NBC-TV starting Nov. 4th at 8-8:30. To handle this assignment, Morse has decided to abandon his other TV series on that station, "Mixed Doubles," which bows out Oct. 29th. The casting on "One Man's Family" will include Marjorie Gateson, Russell Thorson, Nancy Franklin, Pat Robbins, Billy Idelson and Arthur Cassell. In contrast to the radio version, now in its 18th year, the video version will have only the original members of the family, starting where it did 18 years ago. Only change will be that the time will be the present.

SAN FRANCISCO

By NOEL CORBETT

KCBS is beginning a $25,000 audio equipment construction project. Existing studio and engineering equipment will be completely replaced with the most modern audio equipment available, according to Arthur Hull Hayes, CBS veepee and general manager. Alan Cormack, director of engineering is in charge of the project.

KJBS sales manager Stanley Breyer and his wife have decided to name their baby Joan. Youngster made debut at the Children's Hospital October 5.

John Elwood, KNBC general manager, chairman of the Hoover Report for Northern California talked at the Rotary Club this week.

The current cover of the Argonaut magazine carries a photo taken by Paul Smith, KCBS engineer. It's a shot of the San Francisco Civic Center.

The Chronicle's television station, KRON-TV takes to the air November 15. NBC's dedication ceremonies opening the new building on Television Peak in the San Bruno Mountain range were held October 12. The building also houses KNBC's new FM transmitting equipment. The services were attended by George T. Cameron, publisher of the Chronicle; Charles Theriot, assistant business manager of the Chronicle; John W. Elwood; George Greaves, KNBC assistant manager; Curtis Peck, engineer-in-charge and Joseph Baker, station engineer.

Carroll Hansen, KCBS sportscaster, whose "Lookin' 'Em Over" is a Friday 10:15 p.m. feature, is batting 1,000 per cent in his "picks." He compiles his predictions from information gathered from Columbia Broadcasting System sportscasters on the coast.

Reference List

A list of 733 radio commentators and other programs, has just been published by Radio Reports, Inc. The list covers seven major metropolitan areas, in which the firm monitors programs. They are New York, Chicago, Los Angeles, Washington, Detroit, Philadelphia and Boston.

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

PROMOTION

Institutional

An unusual combination of product and community relations advertising is being used by the Nineteen Hundred Corporation, St. Joseph, Mich., in sponsoring broadcasts of football games on the local station, WHFB. The manufacturer of Whirlpool home laundry equipment, largest industry in the St. Joseph area, is devoting three out of each program's six advertising announcements to news type messages about the company. These include information about the company's size, progress, and history. Other commercials concern products, but emphasis is on interpreting the company for the community.

The broadcasts are of University of Michigan games. The series is on a statewide network, with local sponsors in the cities where it is heard. The six scheduled advertising announcements during the game are given by local station announcers.

Giveaway Show, 5 W'kly, For Seeman, On WMCA

(Continued from Page 1)

Seeman Bros. in behalf of White Rose Tea and Coffee.

The show, owned by William H. Weintraub & Co., Inc., which handles Air-Wick for Seeman Bros., consists of a musical bingo game involving home participation and is aimed to tie in closely with dealers, listeners and the station. J. D. Tarcher & Co., Inc., will continue to handle White Rose Tea and Coffee and other White Rose advertising as heretofore. Weintraub, however, will handle "Tune-O."

WMCA staffer Joe O'Brien will act as emcee on the show with Jerry Shard and his orchestra handling the music.

Listeners, in order to participate, must obtain Tune-O cards from neighborhood grocers. Each day, Shard will play several of 250 tunes listed and numbered on the cards. Upon identifying songs, contestants will proceed to fill in their cards in the usual bingo fashion, earning the daily loot with winning cards and fast phone calls to the station.

Moving to San Francisco

Chicago—Nikki Kaye, well-known radio and television writer-director, leaves Chicago Oct. 24th to take up residence in San Francisco. She is remaining in town until the conclusion of the Tribune Fashion Show at the Gold Room of the Congress Hotel.

READY TO PRODUCE RESULTS

for a radio, radio-tv station, or agency that's looking for an aggressive promotion and merchandising man. Over 10 years newspaper and radio experience. Write Box 279, RADIO DAILY, 1501 Broadway, N. Y. C.

WHLI Dollar Volume 40% Above Last Year

(Continued from Page 1)

ness to be "the highest in the station's history" of more than two years, Lenn reported the following new and national and local spot advertising accounts:

Chrysler Corp. for Dodge sales (Ruthrauff and Ryan agency); Beverwyck Breweries, Inc. (McCann-Erickson agency); F. W. Woolworth, Co. (Lyn Baker agency); Trunz, Inc., food chain (Plaza agency); Ex-Lax, Inc. (Joseph Katz Co., agency); River Brand Rice Mills, Inc., for Carolina Rice (Donahue and Coe, Inc., agency); Isbrandtsen and Sons, Inc., for 26 Coffee (Cowan and Dengler agency), and Pictsweet frozen foods (Brisacher, Wheeler and Staff agency).

Long Island firms who have purchased spot time include Thomas-Mack, Inc., of Hempstead (furniture); Leedor's of Hempstead (dept. store); Saul's Men's Shop of Mineola; J. and J. Miles Rubber Co. of Long Beach; Fuel Oil Distributors of Hempstead; Mineola Fair Committee of the Queens-Nassau Agricultural Society, and the Holiday Line Publishing Co. of Garden City.

Lenn also announced the signing of 52-week contracts for two new accounts and the renewal of a third contract. Renewing for its third year is Gutowitz Jewelers of Hempstead which sponsors seven 10-minute programs weekly, 3:35 to 3:45 p.m., on "Musical Playhouse."

New contracts included the Macru Gas and Oil Sales Corp. which will sponsor seven five-minute newscasts weekly, 8:30 to 8:35 a.m., Monday through Saturday, and 12:30 to 12:35 p.m., Sunday, to plug the sale of Duel gasoline. Ideal Insulators of Williston Park and Patchogue, L. I., home improvement service, will sponsor four 15-minute programs weekly, 7:15 to 7:30 a.m., Tuesday, Thursday and Saturday on "Commuters' Time," and 1:15 to 1:30 p.m., Sunday, on "Luncheon Melodies." In addition, Ideal Insulators has purchased a series of spots.

Television Is Topic Of REC Luncheon

(Continued from Page 1)

Hotel Roosevelt, tomorrow at 12:30 p.m.

Subject for discussion is "Television's Fifth Network" with Richard W. Hubbell acting as moderator.

Miss Mary Pickford, previously announced as a guest speaker, will be unable to appear.

Among the guests at the meeting will be Emilio Azcarraga, Mexican radio and TV executive and industrialist.

Seeks Radio Degree

San Antonio, Tex.—Peggy Whiteside has resigned her post as secretary to Rex Pries, sales manager of KTSA here to enroll at the Texas University at Austin where she will study for a degree in radio at the Radio House.

CBC Policies Criticized By Petition From CKRC

(Continued from Page 1)

field of arts, letters and sciences and held its three-day Winnipeg hearing last week. The CKRC brief termed the regulatory powers of the CBC "not only unfair; but a definite retarding influence on the progress of broadcasting in this country."

The brief cited two particular regulations.

The first bans commercial spot announcements in evening hours. This ban, the brief contended, precluded the small advertiser from reaching an evening audience and handicaps him against the larger advertiser who can afford 15 or 30-minute programs.

It also took issue with the ban on mention of prices on the air, rescinded in 1948.

"The point here," the brief said, "was not that a situation has been corrected, but that an undesirable situation, from everyone's point of view, was allowed to exist for a great number of years.

"These two regulations have been barriers to better broadcasting through curbing earnings and consequently, operations and programming of privately-owned stations."

Stork News

Petersburg, Va.—James E. Lowell, account executive at WSSV, Petersburg, is the father of a baby girl.

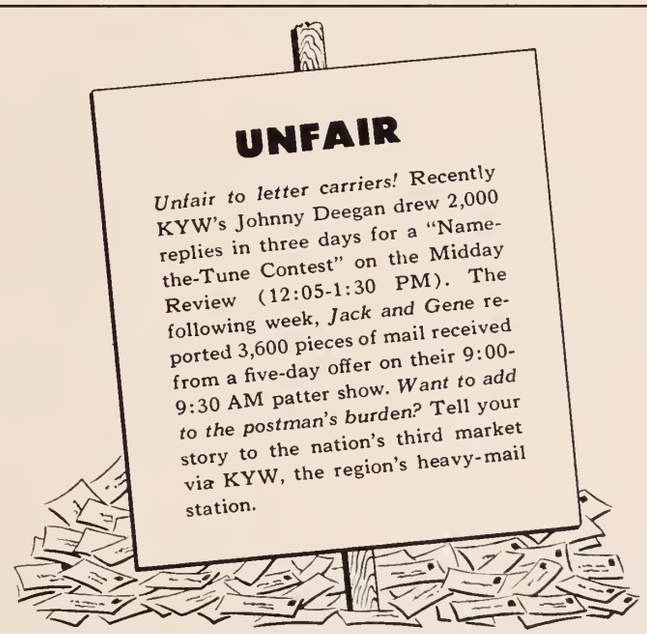
AGENCIES

BROOKE, SMITH, FRENCH & DORANCE, INC., Detroit and New York advertising agency, announces the appointment of Gerald J. Weipert to its radio and television staff in the Detroit division. Weipert formerly was on the television staff of WWJ-TV.

PROMOTION of four staff members in the Los Angeles office of Buchanan and Company has been announced by Frederick N. Polangin, vice-president and manager. Sherrill Mastos has been named production director, Lee Lewis media director, Mary Jane Kuelgen executive secretary and Jeanette Linck business manager.

BLAIR-TV, INC., has been engaged as exclusive national representatives for WBRC-TV, Birmingham. Blair-TV, Inc., was formed in January, 1949, as exclusive national representatives of television stations, with William H. Weldon, formerly New York vice-president of John Blair & Company, as president of the organization.

GEORGE BEYER JR., formerly with Young & Rubicam, Inc., has been named advertising manager of Cannon Mills, Inc.



PHILADELPHIA
50,000 WATTS
NBC AFFILIATE
KYW

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio's Future Rosy, Kintner Tells AWNY

(Continued from Page 1)

consumer demand for existing products and spurs the invention and creation of new products.



KINTNER

At the present time, he said, 2,450,000 families own television sets. As of January 1 this year, according to Broadcast Measurement Bureau estimates, there were 39,281,000 radio families. It is interesting to note, he added, that during 1948 there were twice as many new radio families as there were television families. It is estimated that by the end of 1953 the total number of television sets will be approximately 17 and a half million, which is less than half of the total number of radio families today.

"Obviously," Kintner said, "there is competition between media. But each day, each person is faced with competitive decisions—whether to read a book, to go for a walk, to listen to radio, to attend the theater, to listen to and view a television program. This competition makes each medium progressively better, better in entertainment, news and education fields, and better as a producer of advertising revenue.

"I am confident that this healthy growth will continue. The population is increasing, the demand for goods is increasing, individuals have leisure time that would have been unthinkable 20 years ago. This vastly increased potential audience is a challenge to all media seeking its time, and a challenge to all advertisers seeking to sell its products.

Charles Buddy Rogers was also a guest speaker at the luncheon. Rogers, who is featured on "Pick A Date With Buddy" on the ABC network, spoke on the subject of radio salesmanship and outlined some of his experiences in radio and films.

Kiernan Marathon

Walter Kiernan, commentator for WJZ, New York, will put in an 18-hour day on the air on Tuesday to celebrate the advent of his first coast-to-coast commercial show on ABC, "One Man's Opinion." The program will be sponsored by Philip Morris, 12:25-12:30 p.m., across-the-board, starting Monday, Oct. 24. Kiernan will continue his morning show on WJZ.

School Broadcast Equipment
FM Transmitters
Magnecord Tape Recorders
MILLS RECORDING CO.
161 N. Michigan Ave. Chicago, Ill.
(See our exhibit at the Sherman)

School Broadcasters Honor Stations For Education-Aid

(Continued from Page 1)

with the St. Louis public schools, for the program, "Our Missouri Competition" and also garnered sixth place award, again with the St. Louis public schools for the program series, "Science For You."

Among non-commercial stations, WABE, owned and operated by the board of education, Atlanta, Ga., won the top award for its series of nature programs titled, "Uncle Dan From Froggy Hollow Farm."

KYW, Philadelphia, and the University Museum, that city, won third place honors among the conference awards for the program series, "Once Upon A Time." Others were:

Other Awards Listed

KDKA, Pittsburgh, for its radio adaptation of "Miss Hickory" for "The Child's Story" program; KATL, Houston, and the Houston Public Schools for their series of "In-School" broadcasts and for the radio lesson titled "Square Dancing"; WQXR, New York, for the program series, The New York Times "Youth Forum" with Dorothy Gordon as moderator; WCTC, non-commercial station at New Brunswick, for the program series, "Children Have Their Problems"; The Empire State Rural Radio Network for its program "Revolt of the Unhappy Clothes"; the Ithaca College Radio Workshop School of the Air for the program titled "Trees"; the University of Colorado for the program series "Today's Frontiers"; WBZ, Boston, two awards for its program series titled "Children's Corner" and for their program series "Listen and Learn" with Arthur Fielder receiving special recognition for his classroom concerts; KUOM, the University of Minnesota's non-commercial station for its program series, "Look What We Found"; KCMO, Kansas City, for its program, one of a series, "Report Card from Your Schools"; and WLS, Chicago, for its program series "Let's Go Places."

Jennings, Judith Waller Speak

George Jennings, director of the conference, opened the first day's session here Tuesday morning welcoming the more than 1,500 educators assembled here for the three-day confab.

Judith Waller, a leader in educational broadcasting in this country, who is director of public affairs and educational programs for NBC in Chicago, followed Jennings and said that educational radio has certainly not realized its potential. Miss Waller predicted that in the future both television and facsimile would be used to great advantage in schools, supplementing the purely audio educational facilities now available in AM and FM broadcasting. She said that television especially would change the family habits and could lead to unlimited vast horizons in the field of education. She cited the need for more educational programs.

Harold Shane, professor of education at Northwestern University, said that television is now being used for educational purposes in five states and that in Philadelphia, alone, sets have been installed in 51 classrooms for education via television.

Luncheon Today

Principle event today will be the annual luncheon with Richard B. Hull, president of the National Association of Educational Broadcasters, presiding and Herold C. Hunt, general superintendent of the Chicago public schools, introducing the principal speaker, Benjamin Fine, education editor of The New York Times. Fine's talk will be "The Crisis in American Education."

Panel discussions will mainly occupy the rest of the sessions, with the conference adjourning tomorrow night.

Will View Phonovision

Educational broadcasters will get their first look at Phonovision tomorrow (Thursday) when Zenith's pay-as-you-go television system will be demonstrated before the educators here in a special showing.

In addition to the agenda published in last Friday's Radio Daily, a closed luncheon was held Thursday for some 27 Rockefeller Foundation alumni. Guest speaker was John Marshall, director of humanities for the John D. Rockefeller Foundation in New York.

Included among the early arrivals was Dr. Franklin Dunham, chief of the radio section of the U. S. Office of Education in Washington. Dr. Dunham arrived here Monday following a meeting of some 100 members of the National Association of Educational Broadcasters at Ann Arbor, Mich. at which FCC Commissioner Frieda B. Hennock was one of the principle speakers. (Although Miss Hennock has been invited to the Chicago confab it appeared doubtful whether she could come here because of the current FCC color hearings in Washington).

Dr. Dunham disclosed there are now 105 educational broadcasting stations in the country of which 33 are AM and the rest FM. He said he expected there would be another 100 10-watters in operation by June of next year.

Bob Richards On Hand

Other early arrivals here included Robert Richards, public relations director for the NAB, and Merrill Lindsay, WSOY, Decatur, representing the Illinois Broadcasters Association.

George Jennings, director of the conference, and radio director for Chicago's public schools, revealed that the Chicago Vocational School is now the only public school in the country which has actual FM equipment and next February the school will inaugurate the nation's first course in High Frequency and Frequency Modulation broadcasting.

Listener Program Praised By Coy

(Continued from Page 1)

in our American system of broadcasting has not been fully understood or appreciated. Listener criticism that is thoughtless or uninformed is of no value to the nation's broadcasters . . . nor is it of any assistance to the FCC in planning its regulatory policies."

"What is needed," he went on, "is just the sort of intelligent, public-spirited and well-planned activity that your organization is now proposing to carry on. By studying programs carefully and evaluating them in terms of community needs, your association can make a major contribution to the common goal of raising our standards of radio service."

Coy, Trammell Expected At WIS Celebration

Columbia, S. C.—The weekend of Nov. 19-20 has been set by G. Richard Shafto, general manager of WIS and WIS-FM, for the official opening of the new WIS studio and office building. Wayne Coy, FCC chairman, and Niles Trammell, NBC board chairman, have accepted invitations to attend the opening ceremonies, Shafto said.

Shafto himself has just left for Paris, where he will serve as U. S. delegate to the UNESCO radio conference.

In honor of the WIS celebration, NBC will originate two of its coast-to-coast shows in the new studios—"Radio City Playhouse," and "Theater Guild On The Air."

NEW RADIO PERSONALITY LISTING

An Effective Guide for Radio and Television Mailings

The current list includes 733 programs heard on all networks and in New York, New England, Washington, Detroit, Chicago, Los Angeles and Philadelphia. Working addresses and program descriptions are included to help you make your radio mailings most efficient. $10 per copy.

Radio Reports, Inc.
220 EAST 42nd STREET
NEW YORK 17, N. Y.
MUrray Hill 7-6658

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, October 19, 1949—TELEVISION DAILY is fully protected by register and copyright

FCC TO TEST COLOR RECEIVERS

TELE TOPICS

'TIS DIFFICULT, indeed, for a mere male to review a fashion show because the subject matter is of absolutely no interest to him. Therefore, let us grant that DuMont's "And Everything Nice" appeals to some persons and proceed to discuss the manner in which the show is conducted. . . . The production this week was rather handsomely mounted. Opening and closing showed femcee Maxine Barratt—attired in evening gown and fur wrap throughout the half-hour—dancing not too skillfully around the set while a montage of sponsors' labels was superimposed on the scene. Guesting was Delora Bueno, an excellent singer and charming personality, whose presentation was marred in a couple of spots by extreme closeups—one so close that it showed only half of her face—to which producer-director Bob Loewi seems addicted. Clothes were shown on models, with descriptions handled by Miss Barratt in conversation with two store window mannequins. This gimmick was just too, too cute. Most interesting spot, to us, was an informative demonstration on how to pack a man's traveling bag. . . . Program is sponsored by Ameritex Fabrics and A. S. Beck, through Dorland Agency. Barnaby Smith is assistant to Loewi.

●

SPEAKING AT the N. Y. Advertising Women's luncheon yesterday, Bob Kintner, ABC exec. veepee, said that the web has thus far spent seven and a half million bucks on TV. . . . Word from Michigan Blvd. has it that Bill Eddy will soon head for Brownsville, Texas, where he purchased land about a year ago. He'll do some TV work for a few Lone Star oil millionaires now in or casting covetous eyes at the medium. . . . The Four Horsemen of Notre Dame—Don Miller, Jim Crowley, Elmer Layden and Harry Stuhldreher—will be reunited on "We The People" next week to mark the 25th anniversary of their appearance as a grid unit. . . . Richard Dorso and Ben Benjamin, of Century Artists, arrived in town from H'wood yesterday with a print of the new Phil Nasser-John Darrow mystery series, "Out of the Shadows," starring Leif Ericson and Virginia Brissac.

●

KAY KYSER probably will start on CBS for Ford Dealers Nov. 15. Time slot probably will be 9-10 p.m. Tuesdays, with "Suspense," now in the 9:30 period, moving to another nite. . . . After sitting in on an Ed Wynn rehearsal on the Coast, Groucho Marx (who with his brothers could put on the greatest show ever) expressed amazement at the amount of work that goes into TV. "Why, in the old days," he said, "we used to put a stage show together every two years and I doubt if we rehearsed as diligently as he does for each of his weekly stints on television."

TMA Urges Rejection Of Color System Now

In a telegram to Chairman Wayne Coy, the Television Manufacturers Association has urged the FCC "to take no action in designating any specific color system now before you."

Signed by Michael L. Kaplan, president of TMA and of Sightmaster Corp., the wire said, "At this early stage of the art of color, development and experimentation have not gone far enough to warrant the adoption of any one color system.

"As manufacturers serving the television public, we are interested in an efficient, practical color system suitable for all size television receivers that could be made available to the consumer at a minimum cost and require minimum adjustments to existing sets.

"In the public interest, we believe no such system has yet been presented and demonstrated to meet these requirements.

"Until a completely compatible system is devised that can meet the necessary requirements, no decision should be made now that might stifle and retard the development of such a system.

"Any decisions reached should permit and encourage color systems to be developed that are still in the drawing board stage or other developmental stages by working toward the above ends."

Ike On "Crusade"

General Dwight D. Eisenhower will be guest speaker on the final chapter of "Crusade In Europe" over ABC Oct. 27, 9 p.m., EST.

Levey Skiatron Corp. In Color Sweepstakes

Another starter in the color sweepstakes was entered yesterday by Arthur Levey, president of Skiatron Corp., who charged that the "additive" systems of RCA and CBS "have been proven obsolete" in principle "by the extensive experience of both the motion picture industry and color photography."

Charges were contained in a letter to the FCC which said also that it is "inevitable" that subtractive color will become standard in TV. The Skiatron system, Levey continued, "constitutes the only method of subtractive, simultaneous color TV which may properly be compared in quality with Technicolor and Kodachrome, the most successful color photographic and moving picture methods."

Levey pointed out that the Skiatron patents "have only recently emerged, under a consent decree, from the first TV anti-trust suit," which resulted in a stock divestiture in Scophony Corp. of America (now Skiatron Corp.) by Paramount Pictures, General Precision Equipment Corp. (interrelated with 20th Century Fox) and Scophony Ltd.

"Our Supersonic TV projectors, now being prepared for black and white TV demonstration, are inherently better suited to color than the cathode ray tube," Levey said. "While they can easily be adapted to project very large color TV pictures with any color system, including the additive methods, we believe it to be our duty to direct the attention of the FCC to the much greater merit of subtractive color TV."

Bids Mfrs. Submit Polychrome Sets By Next Mon.

Washington Bureau of RADIO DAILY

Washington—The FCC will do its own testing of the color TV receivers of the various companies offering polychrome systems for consideration in the current hearings, Chairman Wayne Coy said yesterday. He called upon RCA, CBS and Color Television, Inc., to submit receiving units by next Monday for testing by FCC staff people at its Laurel, Md., laboratory.

Chairman Coy asked that the companies submit receivers of all types—or explain to the Commission why they cannot be made available. In making the request, Coy said:

"You people have been talking about what you have. All we have to go on is what you say. We'd like the opportunity to test these receivers in our own laboratories."

Heard yesterday during the hearing was George E. Sleeper, technical director of Color Television, Inc. He spent the day in highly technical discussion of the CTI system, going into intricate detail in terms intelligible to most engineers on hand but far over the heads of most Commission members and others in the hearing audience.

Jaeger, Of WABD, Elected NTFC Board Chairman

Andrew Jaeger, film director of WABD, DuMont flagship, yesterday was elected chairman of the board of directors of the National Television Film Council at the first meeting of the newly-elected board at the Hotel Bristol. Melvin L. Gold, NTFC prexy, presided at the session.

Gold designated Jaeger, Jack Glenn, of the March of Time, and Irwin Shane, of Televiser, as a temporary committee assigned to investigate the desirability of setting up a TV film job information service.

Next general meeting of the council was set for Oct. 27.

Goodyear Buys On ABC

Goodyear Tire and Rubber Co. has signed with ABC for sponsorship of "The Goodyear Paul Whiteman Review," weekly half-hour musical to be aired Sundays, 7 p.m., beginning Nov. 6. Account was placed through Young & Rubicam.

Featuring Whiteman, show will include a full orchestra choral group, dance ensembles and famous alumni of Whiteman band. About 40 stations will carry the series.

WU, DuMont Hit FCC Report On AT&T Video Relay Lines

Washington Bureau of RADIO DAILY

Washington—The FCC's proposed report on the interconnection aspects of the AT&T television relay lines was hit sharply yesterday by Western Union and DuMont, while the Bell System itself (AT&T) filed exceptions stressing the importance and the size of its investment in TV relay. The Bell System was especially pleased by the FCC's declaration that "intercity television relaying should ultimately be handled by common carriers."

DuMont scored the Commission report for failing to find that "the Bell system optimum program for many years in the future would be inadequate to provide any intercity TV network connection to many cities to which VHF frequencies are presently allocated and to more communities for which UHF channels are proposed; and further, that the optimum proposals of the Bell system are deficient with respect to the number of channels to be made available for full-time use by existing television networks other than between principal metropolitan centers over routes paralleling intercity telephone developments."

Six New Outlets OK'd; Other Activity At FCC

(Continued from Page 1)

Boone, Ia., for the 1590 band with one kilowatt; and to Seminole Broadcasting Co., Dade City, Fla., for the 1310 band with one kilowatt.

The Penn Engineering Company, Bozeman, Mont., was okayed for unlimited time operation on the 1230 band with 250 watts.

Frequency shift from the 1400 to the 1250 band was okayed for WCNC, Elizabeth City, N. C., which operated with 250 watts unlimited. KSMA, Santa Maria, Calif. was granted a shift from 1450 to 1240 kc, and KFBC, Cheyenne, Wyo., was permitted to go from the 1240 band to 710, increasing its power from 250 watts to one kilowatt night, ten kilowatts limited service.

WIMS Goes Unlimited

WIMS, Michigan City, Ind., was okayed for a change in hours from daytime to unlimited, with daytime power staying at one kilowatt and night power of 500 watts on the 1420 band.

KAYX, Waterloo, Ia., was okayed for a shift from the 1090 to the 1280 band, extending hours from day to unlimited, and a similar time extension was given WNAM, Neenah, Wisc. WKYB, Paducah, Ky., moved from the 800 to the 570 band, but stayed on daytime only.

The Commission announced that it will set a later date for its hearing on the applications of the Southern Baptist Convention for a series of low-powered FM religious broadcast stations. Date had been November 4, but on request it was agreed that a later date will be named.

Complete Plan Of Contest On 'Voice Of Democracy'

(Continued from Page 1)

racy Awards Week and the awards luncheon, at which four high school students will receive scholarships for the best broadcast scripts on "I Speak for Democracy." The group met here with the co-chairman of the National Radio and Television Week Committee, Gordon Gray, WIP, Philadelphia, and W. B. McGill, Westinghouse Radio Stations, Philadelphia; representatives of the U. S. Junior Chamber of Commerce and RMA.

The other sponsors and the U. S. Office of Education, Federal Security Agency, which endorses the contest, were on hand.

Richards said the final step in the advance plans for the Voice of Democracy contest has now been taken, with the mailing of special transcriptions to all NAB member stations for scheduling model broadcasts at the opening of the competition.

The contest will begin during National Radio and Television Week, Oct. 30-Nov. 5, when students will listen to the series of transcribed background talks on stations throughout the nation, and write their competing scripts.

State winners will be sent to Washington for final judging by the panel of eminent Americans. The four co-equal, national winners will be announced about Dec. 15.

WANTED

Announcer-Executive over 30 now in N. Y. with Production or Agency experience and Coll. Ed. Here is a permanent job if willing to re-locate. Send complete resume to Box 280, RADIO DAILY, 1501 Broodway, N. Y. C.

COAST-TO-COAST

"Prof. Quiz" Returns

Milwaukee, Wis. — The original "Professor Quiz" program returns to the air this fall and can be heard over WISN every Friday night at 8:30 p.m. Grape Nut Flakes is the sponsor.

New Programs For WAUD

Auburn, Ala.—Two new programs were added to WAUD listing within a week. The DeLuxe Cleaners signed up for a roundup of football scores and highlights of the day's outstanding games. Ware's Jewelry Shop signed for sponsorship of the Sunday afternoon thriller, "Diary of Fate."

KFWB Has Dixieland Jubilee

Hollywood, Calif. — KFWB disc jockies, Frank Bull and Gene Norman, lined up an array of talent, domestic and imported, for their second annual "Dixieland Jubilee" at the Shrine Auditorium last week, featuring Red Nichols and his Five Pennies, and Bob Crosby and his Bobcats.

Radio-Owned Car In Operation

San Antonio, Tex.—A new $4,500 all steel special events car has been put into service by KONO and KONO-FM, owned and operated by Eugene J. Roth. Car is fully equipped to handle any time of remote job including a tape recorder to make on the spot interviews and descriptions of newsworthy happenings.

WEBR Adds Staffers

Buffalo, N. Y.—Cy King, general manager, announced that Preston L. Taplin has been named program director of WEBR. Taplin served in that capacity with WELM, Elmira. Other additions to the staff were Lloyd Gibson, production manager and emcee Don James.

Leich Recuperating

Evansville, Ind.—Clarence Leich, secretary treasurer and general manager of Curtis Radiocasting Corporation, is recuperating from an emergency operation at the Johns Hopkins Hospital in Baltimore, Maryland. Leich was stricken while he and his wife were visiting their daughter and family in Baltimore.

Good Neighbor Series

Worcester, Mass.—As winners of WTAG (and FM's) August-September "Good Neighbor" contest on its weekday "Julie 'n' Johnny" program, two Worcester women are spending an all-expense paid week in Canada. So that listeners can keep tabs on what the "Good Neighbors" are seeing and doing, WTAG has arranged to have the women transcribe their vacation impressions at a Toronto station. The discs are airmailed to "Julie 'n' Johnny" for immediate broadcast.

Program Speakers Set

Hartford, Conn.—The president of Trinity College, G. Keith Funston, will be the speaker on the first of a series of Trinity College programs to be given over WDRC. Funston will speak November 6th at 12:45 p.m.

Haywood Joins News Staff

San Antonio, Texas—Vincent Haywood has joined the staff of KTSA as newscaster and will be heard nightly at 10:00 p.m. He was formerly with WFAA, Dallas, and more recently with KABC here. Haywood has also appeared in many coast-to-coast network shows such as "Young Dr. Malone," "Life Can Be Beautiful" and "Cavalcade of America."

Hult Succeeds Barnes As MBS Sales V.-P.

(Continued from Page 1)

been associated with Mutual since the organization of the network. On graduation from college, he worked as a reporter in Moline, Illinois, and later became a sales representative of the National Lock Company in Rockford, Illinois. In 1930, he joined WGN in Chicago as an account executive, and transferred in 1934 to the Mutual network in the same capacity. In April, 1941, Hult was named sales manager of the Central Division and in March, 1945, became a vice-president of the network.

Schwerin Plans Survey In Wisconsin Farm Area

(Continued from Page 1)

gram for Quaker Oats Co., in cooperation with WKOW, Madison, Wis.

The project will cover some 2,000 rural listeners, and is described by Schwerin as "the most comprehensive qualitative research experiment attempted outside of a large metropolitan area." The listener sessions will be held in four Wisconsin towns, Oct. 25-28, under the direction of Ralph Ammon, WKLW manager. Lee Edwards, WKLW farm bureau director, will be m.c.

RADIO EXECUTIVES CLUB OF NEW YORK

Luncheon - Meeting to Be Held Tomorrow
October 20, at 12:30 P. M.
in the
Hendrick Hudson Room
of the
Hotel Roosevelt

Subject: "Television's Fifth Network"
Speakers: Richard W. Hubbell, Moderator
Norman Corwin
Thomas Flannigan, Managing Director of Nat'l Assn. of Radio Station Representatives.
Pierre Crenesse, Director of French Broadcasting System of North America.

Special Guest: Emilio Azcarraga, Mexican radio and television executive and industrialist.

Admission: $3 for members, non-members $3.75.

For last-minute reservations call Claude Barrere, MU. 6-0238

BUSINESS PRODUCTION

RADIO DAILY

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POLITICAL TIME SALES SHOW BIG GAINS

Tax Credits Granted Many Broadcasters

Washington Bureau of RADIO DAILY

Washington — The Treasury this week announced sizeable tax credits for a number of broadcasters during the fiscal year ending in June, with additional excess profits adjustments won by several dozen stations.

The largest return listed was $408,033 to the A. H. Belo Corporation, Dallas, licensee of WFAA and publishers of the Dallas Morning News. There was no breakdown of the amount to indicate how much

(Continued on Page 5)

CBC Int'l Service Opens Songwriting Contest

Montreal—The Canadian Broadcasting Corporation has announced here that because of a lack of distinctive Canadian songs its International Service is sponsoring a national song-writing competition with $2,500 in prize money for the best ten entries.

Ira Dilworth, general supervisor of the CBC's International Service, said the International Service has been "constantly asked by broad-

(Continued on Page 3)

Court Asks FCC For Info In KECA-KTHT Dispute

Washington Bureau of RADIO DAILY

Washington — The United States Court of Appeals this week asked the FCC for additional information to enable it to decide what to do in the appeal of KECA, Los Angeles, against an FCC grant of increased night time power to KTHT, Houston, Texas. The Houston station was granted increase to five kilo-

(Continued on Page 2)

Charity Auction

Big Joe Rosenfield of WOR's "Happiness Exchange" will auction off, for the benefit of the national "Fight For Sight" fund, a celebrity-autographed 'Kigmy," a three-foot-high replica of Al Capp's newest comic character. The "Kigmy" will be presented to Big Joe on Oct. 26. President Truman has indicated he will add his signature to the list.

Rumor Denied

Rumors prevelant in the New York trade that the Yankee Network has been sold, were denied by officials of web in Boston yesterday. It was said that the web had received no offers and had no asking price.

Pioneers To Launch 'Radio Hall Of Fame'

Outstanding industry figures of the past will be enshrined in a "Radio Hall of Fame" under a plan adopted yesterday at a meeting of the Radio Pioneers Club, held at the Hotel Roosevelt, New York.

Also discussed at the meeting was the establishment of a group of annual awards to prominent living broadcasters for service to the industry. A committee headed by ABC president Mark Woods has been exploring the matter and will present

(Continued on Page 2)

Hill, Former NBC Staffer, Dies In Elkhart, Ind.

Elkhart, Ind.—Max Hill, former NBC war correspondent and commentator, and more recently an executive of the Wade Advertising Agency, died in his hotel room here on Tuesday. He was 45 years old.

Hill started his newspaper career on the Denver Post and became city editor in 1932. In 1934 he joined the Associated Press and worked in the New York and Washington bureaus, becoming head of the New York

(Continued on Page 2)

Radio, TV Stations In Eastern Areas Cashing In On Local And State Fall Political Campaigns

By IRV MARDER
Staff Writer, RADIO DAILY

Radio and television are playing a major role in the New York and New Jersey political campaigns, with rival candidates and their supporters taking to the air in unprecedented numbers as the November elections approach. Although one New York City station—WNEW—is making

(Continued on Page 8)

'Radio Theater' Leads Hooper And Nielsen

"Lux Radio Theater" took first place in both the October 15th "Program Hooperatings (19.9) and the Sept. 11-17, extra-week National Nielsen-Ratings "Top Program" (22.7).

Jack Benny was second in the Hoopers with 19.6, but 10th in the Nielsen's with 14.2. Arthur Godfrey's "Talent Scouts" was second in the Nielsen's with 19.1 and fourth

(Continued on Page 3)

Wattrick Heads Sports Broadcasters In Detroit

Detroit—Don Wattrick, sports director of station WXYZ, Detroit, this week was elected president of the Detroit Sports Broadcasters Association. Other officers are vice-president Paul Williams of station WWJ; secretary Joe Gentile, station WJBK; and treasurer, Bill Silbert of WXYZ.

New Stations Sought For Canadian Cities

Winnipeg applications for permission to set up four new radio stations were made to the CBC board of governors at public ses-

(Continued on Page 2)

BMI Board Reelected At Annual Meeting

All incumbent members of the board of directors of BMI were re-elected at this week's annual stockholders' meeting.

The meeting was highlighted by a BMI officers' report which pointed up "the polls which revealed BMI heading all lists in popularity and sales" (sheet music and records);

(Continued on Page 5)

New Package Firm Formed By Jack Barry

Jack Barry and Dan Ehrenreich announce the formation of a new package producing firm, "Jack Barry Productions, Inc." with headquarters at 104 East 40th Street, New York City.

The new firm will engage in the

(Continued on Page 5)

SBC Cites Class-Room Radio And Teachers Using Medium

Chicago—Teachers utilizing radio in their class-rooms were cited yesterday in awards presented by George Jennings, director, at the School Broadcast Conference luncheon at the Sherman Hotel.

Commercial stations whose programs were utilized by the teachers were: KWY, Philadelphia, in co-operation with the University Museum for the program series "Once Upon A Time"; WEW, St. Louis, for the program series, "Your United Stations"; WMAL, Washington, D. C., for the program "Romeo and Juliet," sponsored by the U. S. Steel Corporation; WIND, Chicago, for the program series "Nature Walks"; WLS, Chicago, for its schooltime series titled "The Magic Harp"; WIND, Chicago, for the "Lady Make Believe" programs; WJJD, Chicago, for "The Books Bring Adventure" series

(Continued on Page 5)

TV Campaigner

Boston—Mayor James M. Curley is turning to television in his campaign for re-election next month. On his behalf, the Build Boston Committee will sponsor eight 15-minute telecasts on WNAC-TV, Boston, starting on Tuesday, Oct. 25, at 7 p.m. The last in the series is scheduled for Monday, Nov. 7. Harry M. Frost Co. is the agency.

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
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Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*October* 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8⅞	8½	8⅞	+ ¼
Admiral Corp.	28⅞	28⅜	28½	— ¼
Am. Tel. & Tel.	144½	144	144½	+ ½
CBS A	23¾	23¼	23¼	.....
CBS B	23¼	23	23	.....
Philco	31¼	30¾	30¾	— ½
RCA Common	13⅜	13	13¼	.....
RCA 1st pfd.	72¼	72¼	72¼	— ½
Stewart-Warner	12¾	12⅝	12¾	.....
Westinghouse	28⅞	28⅛	28⅞	+ ½
Westinghouse pfd.	99	99	99	.....
Zenith Radio	29¾	29¼	29½	— ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14½	13¾	14¼	+ ⅞
Nat. Union Radio	3	2⅞	3	+ ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14⅜	15⅜
Stromberg-Carlson	12½	13¾
WJR (Detroit)	7	7⅜

WOR To Air Forum

The first two sessions of the annual New York Herald Tribune Forum will be broadcast by WOR, Oct. 24 and 25, 10-10:30 p.m.

Leading Democrats and Republicans will participate in panel discussions on party issues.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address inquiries to
Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y

New Stations Sought For Canadian Cities

(Continued from Page 1)

sions here. Stations are in the West. R. M. Cantlon asked permission to set up a 250-watt station at Saskatoon and David M. Armstrong asked for a license to operate a similar station in Victoria, B. C. Their applications were opposed by existing stations in those cities.

The other submissions were by G. Stirling, for a station at St. Johns, Nfld., and Henri Lagufux for one at Thetford Mines, Que. Cantlon's application was his third for permission to establish a Saskatoon station. A. E. Murphy, president of CFQC, now the city's only station opposed the request on the ground that Saskatoon cannot support two stations. A similar protest was raised by M. V. Chestnut manager of CJVI, Victoria, against the operation of a second station in that community.

Hill, Former NBC Staffer, Dies In Elkhart, Ind.

(Continued from Page 1)

bureau in 1938. He was chief of the Tokyo Bureau and was on duty there when the Japs attacked Pearl Harbor. He was interned until June 2, 1942, when he returned to the United States.

Hill joined the National Broadcasting Company in 1943 and for two years covered the war in North Africa, Italy, Turkey, and Greece. Later he served as a radio news commentator.

Scholarships Awarded On WMCA's Quiz Show

"Alexander's Quizdom Class," current events and history quiz for New York City high school students which originated on WMCA in 1944, will return to the air on Friday, 9:03-9:30 p.m., under the sponsorship of Alexander's Department Store in the Bronx.

College scholarships valued at $2,000 annually are awarded to successful contestants who survive the early elimination rounds. Joe O'Brien serves as quizmaster. William Warren Advertising Agency handles the account.

Stork News

David Levitan, consultant on the American network's "On Trial" program, is the father of a girl born to Mrs. Levitan Monday at Le Roy Hospital, New York. Mother is Judith Morely, writer and broadcaster on "Voice of America." The baby, which weighed six pounds, one ounce, at birth, will be named Barbara Lane.

Harriet Davis To Speak

Harriet Davis, research specialist on "Living, 1949," NBC program, today will address the members of Institute of International Education at that organization's headquarters, 2 West 45th Street, New York.

Court Asks FCC For Info In KECA-KTHT Dispute

(Continued from Page 1)

watts day and night, with directional antenna, instead of five kilowatts day and one kilowatt night, on the 790 band.

KECA claims that this means 90 per cent of the people between its normally projected contour and the limits of the area it actually reaches with primary service will experience interference from KTHT. This will mean, it said, the loss of good ABC service in the area, since other ABC service is not available to these listeners. Commission position is that comparable service—from other networks—is available to these listeners and that the value to the public of the KTHT increase outweighs the importance of the loss in the KECA area.

Pioneers To Launch 'Radio Hall Of Fame'

(Continued from Page 1)

a report at a Radio Pioneers meeting to be held in January.

William Hedges, NBC vice-president who is president of the Pioneers, disclosed that 30 additional members have been accepted by the club, bringing total membership well over the 300 mark. He disclosed also that the annual banquet will be held in March, at a time and place to be decided later.

COMING and GOING

MERLE JONES, general manager of KNX, Los Angeles, and WAYNE STEFFNER, sales manager of KNX-Columbia Pacific Network, are at Arrowhead Springs, Calif., attending the western-area meeting of the American Association of Advertising Agencies.

ROBERT J. BENTON, vice-president of BMI in charge of publisher relations, has returned from Pinehurst, N. C., where he attended the meeting of District 4 of the NAB.

HERMAN GURIN, staff engineer for NBC, went out to Bloomfeld, N. J., this week to attend a meeting on lighting at the Westinghouse plant.

JOHN ELMER, president of WCBM, Baltimore, has returned to Maryland after having attended the New York meeting of the BMI board of directors.

MILTON CROSS, American network musical authority, between broadcasts is touring the South with the Red Path Bureau operatic quartet. Today they're appearing at the Agricultural and Technical College in Greensboro, N. C. CATHY MASTICE is the soprano with the quartet.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is spending today and tomorrow in New York on station and network business.

TONY MOE, promotion chief at WCCO, Columbia network outlet in the Twin Cities, is spending this week visiting the CBS headquarters in Hollywood.

WILL O. MURRELL, JR., promotion manager of WORZ, Orlando, Fla., and his wife, "Delores," well known as a virtuosa on the Hammond organ, are on the way back to the station following a short business trip to New York.

"Well, I'll be darned!"



Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area!

Remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man, he'll tell you the whole W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

★ AGENCY NEWSCAST ★

PHILADELPHIA CLUB OF ADVERTISING WOMEN saluted Sears Roebuck and Company, with guest speaker M. Z. Kissileff, Philadelphia sales manager of Mail Order, at their second meeting of the Fall season at the Poor Richard Club. The meeting was presided over by PCAW president, Alice Mooney.

FREDERIC W. ZIV CO., of New York, Cincinnati, Chicago, and Hollywood, producers of transcribed radio programs, has appointed Tom Privette as Southeastern division sales manager. Privette, who has been with the Ziv Co. since 1944, working out of their Atlanta, Ga., offices, will continue to make his headquarters in that city.

HOWARD SELGER has joined the promotion department of Edward Petry & Company, Inc. For the past 15 years he had done sales research for NBC and ABC.

STANLEY HOME PRODUCTS, INC., manufacturer of household products, has selected the Charles W. Hoyt Company, Inc. as its advertising agency, it is announced by Mr. F. S. Beveridge, Stanley's founder and president. Stanley's forthcoming campaign will mark its initial entry into the field of American advertisers.

STUART B. GREENFIELD ASSOCIATES, publicity and public relations firm, announces the opening of their new offices in The Empire State Building.

PRESBA, FELLERS & PRESBA, Chicago ad agency, announces the inauguration of a New Product Division, complete in itself, having laboratory creative and testing facilities with a staff of specialists capable of originating brand new products, rejuvenating old ones, styling the package, creating the trade mark and/or slogan and predetermining product acceptability and markets before the start of advertising and sales efforts.

T. H. CLACK & BEMPORAD COMPANY, manufacturers of American Lady Rugs, have appointed Wilson, Haight & Welch, Inc., New York office, as their advertising agency. Television and other media will be used.

WILLIAM H. DAVIDSON, since 1947 in station relations with the American Broadcasting Company, has joined the New York office of Free & Peters, Inc. as an account executive. His agency associations have included J. Walter Thompson and Benton & Bowles, both in New York.

ALLEN DUCOVNY has joined the radio department of Kenyon & Eckhardt, Inc. in a Radio-TV production capacity. He was formerly associated as a producer-director with Robert Maxwell Associates and as director of public relations with Superman, Inc. . . . New additions to the K&E copy staff are Robert W. Garrison who joins the Detroit office, and Toni Block, who joins the New York office.

CBC Int'l Service Opens Songwriting Contest

(Continued from Page 1)

casting organizations in other countries for Canadian songs. . . . and has been embarrassed by their parity."

The competition began this week and is open to all composers domiciled in Canada. Its basic idea is to try to secure "vocal settings of words by Canadian poets."

"Canadian music is more highly regarded by listeners overseas than most Canadians imagine. The instrumental compositions broadcast by the Voice of Canada have been generously acclaimed in other countries," he said.

Most compositional styles would be acceptable, he said, and accompaniments may be for piano, small string group or small mixed instrumental group.

The contest closes January 6, 1950 and each entry must be accompanied by an appropriate form obtainable from the International Service here, it was announced. A contestant is not limited to one entry.

"This is not an exclusively highbrow competition although serious music is invited and will be given the fullest consideration. It is hoped that as a result of this competition much authentic Canadian material of high quality will be made available for use by the C.B.C."

'Radio Theater' Leads Hoopers And Nielsens

(Continued from Page 1)

in the Hoopers with 18.0. "Fibber McGee & Molly" was third in the Nielsen's with 18.5 and fifth in the Hoopers with 16.7.

Bob Hope was third in the Hoopers with 18.4 but did not appear in the Nielsen ratings because he had not returned to the air in time to be included in the latter. In this connection, it must be borne in mind that the Nielsen report was for the middle of September while that of Hooper was for the middle of this month.

"Crime Photographer" took fourth place in the Nielsens with 16.5 and 13th place in the Hoopers with 12.9. "My Friend Irma" followed the "Photog" with a close 16.4 in the Nielsens and took seventh place in the Hoopers with 15.5.

Walter Winchell returned to the air with a 13.4 rating in 15th place in the Nielsens. He ranked sixth in the month-later Hoopers with 15.6.



Minister Without Portfolio Travels Light

He — and members of his staff — get around. They're looking for the low-down on what's going on. He says, "The only reason I have the listening audience I have is because over a period of years I have told the public the truth and they have known that I was telling them the truth, and subsequent events have proven that I was doing so . . ."

He's a minister without portfolio, serving his loyal audience with alert and acute analyses of "the top of the news as it looks from here."

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program — is the original news co-op. It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

SOUTHWEST

THE promotion department of WBAP-TV, Fort Worth, taught a new trick to Sally Rand, admitted master in the art of free publicity, when she was guest on Wilma Rutherford's "What's New Ladies" show. Department was able to persuade papers to change program listing for the one-time shot, to "What's Nude Ladies." La Rand was fully clothed for her TV appearance, prompted by visiting Fort Worth friends cultivated during her 1936 Nude Ranch Show during the Frontier Centennial.

KFJZ, Fort Worth, has expanded the local sales staff by the addition of Clyde Smith, former manager of KSEL, Lubbock, and L. P. (Buster) Perkins who comes to radio from retail sales and merchandising in the shoe and jewelry trade. According to Clyde Pemberton, commercial manager of the Fort Worth MBS outlet, the additional personnel is the result of increased accent on the local picture.

Bobby Bragen, youthful manager of the Texas League Fort Worth "Cats" turned sports commentator when he inaugurated a quarter-hour strip at 8:00 p.m., across-the-board on KFJZ, Fort Worth. "The Bobby Bragen Show" will feature inside sports stuff and has Blackie Sherrod, from the Fort Worth Press sports department as assistant in the series.

Clyde Rembert, managing director of KRLD-AM-FM-TV, and his entire executive staff, were guests of the Dallas Advertising League at its weekly luncheon. Club was given a preview of the KRLD-TV plan of programming and shown the CBS television promotion film which had special KRLD-TV produced trailer added. Rembert told that KRLD-TV expected to be on the air shortly after November 1st or as soon as the new antenna, described as the first 6 bay assembly, could be erected. The KRLD studios and offices will be moved to the new location at Herald Square as soon as building is completed. Executive group attending with Rembert were Bill Roberts, commercial manager, Jim Crocker, assistant manager, Roy George, program director, Roy Flynn, chief engineer, and Ves Box, chief announcer.

Announcing a new policy of "block programming," Bill Weaver, manager of KLIF, Dallas, flagship for Liberty Network, has filled his 9 to 10 a.m. period with transcribed features. Easy Aces, Career of Alice Blair, Editor's Daughter, and Linda's First Love will be regular Monday through Friday fare on the Dallas independent.

AC-DC Transcription Players
Tape, Wire, Disc Recorders
Sales—Rentals—Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● George Jennings can take a well-deserved bow for his excellent handling of the 13th annual School Broadcast Conference which winds up its successful three day meet at the Sherman Hotel today. . . . Zenith's Phonovision demonstration today is expected to start a lot of yackety-yak among the educators. They can visualize Shakespeare's three act dramas being presented for the youngsters at a fast two-bits per hour's viewing. . . . Biggest exhibitor here at the confab is Mills Recording Co. of Chicago. Manning the exhibit are owner Ron Mills, Gene Cleary and Bob Shapiro. . . . Beg pardon. It was "Sock" Hettler who resigned from WOR's sales offices here and not John Shelton. And WOR's Al Schroeder here says our reports about the New York station closing their Chicago office are untrue.

Chicago

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● ● ● NBC's Bill Ray didn't let CBS' Don Kelley get away with the Pandit Nehru scoop. The Indian biggie made an exclusive appearance here on WBBM. Bill Ray countered with an exclusive appearance of Sam Engel, the man who mulcted millions from amorous damsels. NBC even footed the phone bill for Engel's long-distance call to his wife in New York State. . . . Larry Fotine has been signed to do another set of tunes for World Broadcasting System. . . . Matt Hale has resigned from Harmony Records to team up with his buddy—Tower disc-owner Dick Bradley. Their first joint coup d'etat was selling the Teddy Phillips Tower record of "Charley, My Boy" to London Records. . . . Jerry Campbell has resigned as Chicago manager for the Donald Cooke rep firm to devote full time to his expanding Campbell-Cahill TV film production firm. The new Donald Cooke offices have been moved to 228 N. La Salle Street with Fred R. Jones and Fred Symanski in charge. The Fred duo also represent the Alaskan network.

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● ● ● "Kukla, Fran and Ollie" couldn't attend the 4 A's meet at the Drake Hotel last week so they sent transcribed messages. The Burr Tillstrom troupe were in Washington demonstrating their puppetry in color for the FCC. Though not here in person the ad-men guffawed at the extremely clever advertising film of "Kukla, Fran and Ollie" which they had done on a previous NBC telecast for RCA-Victor. It showed that it takes advertising to move goods—no matter how good the product is. . . . Latest addition to the disc jockey ranks is ex-Chicago "Sun" columnist Dale Harrison. He spins the platters for a half-hour at mid-night across the board over WENR. Local restauratuers are his sponsors with Ray Freedman and Associates handling the account. . . . And Dirk Courtenay is back on WENR with his quarter-hour deejay show at 12:30 a.m. nightly for the Clark (always open) Theater. W. B. Doner is the agency.

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● ● ● Will DuMont continue to televise Al Morgan's shows when he leaves Helsing's Vodvil Lounge for a 13-week midwest tour next month? . . . Frankie Laine snuck into town over the week-end and recorded a new "sleeper" at the Universal studios here for Mercury. Art Talmadge and the Mercury boys are keeping mum but their grins indicate that they may have a new "Lucky Old Sun" on their hands. . . . WGN and Mutual are getting the bird for the 23rd straight year. In this case, though, it pays off. American Bird Products, Inc., through Weston-Barnett, Inc., Chicago, sponsoring "American Radio Warblers" over WGN and Mutual for 23rd year. Quarter hour show is broadcast on Sundays.

PROMOTION

Merchandising

Prior to the return of Duffy's Tavern to the air under the sponsorship of Blatz Brewing Co., of Milwaukee, Blatz distributors and salesmen in the WOAI, San Antonio, listening area met in the studios of WOAI to discuss plans for helping Ed "Archie" Gardner sell "Milwaukee's finest beer." Dallas P. Wuant, WOAI promotion manager, and Frederick A. Krivan, state manager for Blatz, addressed the meeting. Philip M. Kerr, district manager for Blatz, was host at a barbecue supper following the meeting.

WCAU And Radio Sales Join Hands At Waldorf

The joining of WCAU and WCAU-TV, Philadelphia, with CBS Radio Sales for representation in New York was formalized this week at a luncheon at the Waldorf-Astoria.

Among the speakers at the luncheon, which simultaneously honored WCAU's new president, Don Thornburgh, were Bennet Larsen, director of TV operations; Norris West, assistant program director; Alex Rosenman, sales manager; Robert N. Pryor, promotion manager, and John "Chick" Kelly, publicity director.

In making their sales pitch, the WCAU officials used slides to demonstrate the station's "umbrella" coverage, its "top" program ratings, and its emphasis on local programming and local personalities. The station's beginnings and its development were cited by several of the speakers.

'Dallas' 12 Years On Air

"Stella Dallas," NBC's daytime serial drama, will begin its thirteenth year on the air Monday, October 24.



Tax Credits Granted Many Broadcasters

(Continued from Page 1)

was intended for the broadcast and how much for the newspaper property. The company paid in an additional $174,452 in adjusted income tax returns, however, cutting the overall benefit to less than $235,000. The credits covered several years during the period when the excess profits tax was in force.

The largest credit clearly attributable to broadcast operations was $112,247 for KIRO, Seattle, with the additional income tax payment $49,053.

Other sizeable figures listed include the following, with the credit and the resultant increase in income tax set forth: KRLD, Dallas, $75,307 and $32,274; WHK, Cleveland, $73,909 and $35,770; WPTF, Raleigh, $59,244 and $27,250; KRNT, Des Moines, $45,225 and $18,642; KLZ, Denver, $42,249 and $17,584; American Broadcasting Station, Inc., Washington, $39,977 and $21,752; WGAL, Lancaster, Pa., $33,244 and $14,450; WMAL, Washington, $29,146 and $20,573; WAVE, Louisville, $28,986 and $12,205; KQV, Pittsburgh, $28,483 and $13,770; WIBC, Indianapolis, $21,581 and $12,756, and WWDC, Washington, $18,382 and $7,669.

New Package Firm Formed By Jack Barry

(Continued from Page 1)

creation and packaging of AM and TV productions, and is currently engaged with producing "Juvenile Jury" on the Mutual network for General Foods, and "The Joe DiMaggio Show" on CBS for M&M Limited. A third show, "Life Begins at Eighty" which recently had a year's run on Mutual, will appear as a simulcast on another web in a short time. Two additional shows are in the audition stages, and will be presented to agencies within a month.

Barry is president of the new firm, and Ehrenreich, former program operations manager at WOR, is its new vice-president.

Will Address Meeting

Seymour N. Siegel, director of WNYC, New York, and Erik Barnouw, president of the Radio Writers Guild, will address a meeting of the American Social Hygiene Assn. at the Hotel New Yorker on Friday morning.

Four More Take 'Blackstone'

Four new markets have been added to the list carrying "Blackstone, Magic Detective," transcribed series, for Blackstone Washington Machine dealers, it is reported by Charles Michelson, Inc., New York.

The new additional stations are: KOWB, Laramie, Wyo.; WATN, Watertown, N. Y.; WFPG, Atlantic City, N. J., and WNDR, Syracuse, N. Y.

SBC Cites Class-Room Radio And Teachers Using Medium

(Continued from Page 1)

and also for "The Science Story Teller Series."

Highlight of today, the final session, will be the annual luncheon hosted by the NAB's Association of Women Broadcasters (ninth district) at which FCC Commissioner Frieda B. Hennock has been invited as honored guest. If Miss Hennock is able to attend it is expected that she may touch upon television channels to be allocated for educational purposes. It is believed that Miss Hennock favors allotting one of the present VHF channels for educational purposes and at least 10 to 20 of the UHF channels when they are made available.

Miss Hennock, together with other FCC Commissioners, may also announce here today the Commission's plans to go to San Francisco to see the color television system invented by Doctor Crane of the University of California.

Another highlight of today's session will be the showing of a 25-minute movie titled "Phone-Vision," which will demonstrate the potentialities of Zenith's pay-for-what-you-see television plan. This will be explained here by Ted Leitzell, director of advertising and publicity for the Zenith firm.

Dr. Dunham, chief of the radio section of the U. S. Office of Education in Washington, told RADIO DAILY that his office is now releasing a new booklet for educators interested in radio, outlining the potentialities of the 10-watt FM station. Booklet also gives complete breakdown of exactly what it will cost a school to set up its own FM station. Dr. Dunham's breakdown says a school can set up its own FM 10-watt station at a cost ranging from $4,500 to $7,000. He said more than 50 10-watt (FM) stations have been licensed by the FCC the past year, making a total of 57 now in operation.

Dr. Dunham also said that his office will issue a 250-page transcription catalog next month as well as a 600-page catalog on radio scripts. He is also now at work compiling radio and television bibliography.

Gertrude Broderick, radio specialist in the United States Office of Education and secretary of the Association of Education by Radio, is also here from Washington.

Radio stations indirectly contributed to a portion of the School Broadcast Conference program when a 30-piece Chicago Federation of Musicians band demonstrated how music is being utilized in Chicago schools. Musicians regularly broadcast over the Chicago Board of Education's FM station, WBEZ, and also give concerts at Chicago schools. Seventy-five concerts interpolated with musical appreciation talks are also presented annually at schools.

Frank Fawlett was appointed as director of this 30-piece band by the musicians union head, James C. Petrillo. Budget for this all-year-round musical appreciation program comes from the record and transcription fund contributed in great measure by the commercial station operators of this country.

Hearing On Transit Radio Before FCC October 27

Washington Bureau of RADIO DAILY

Washington—The District of Columbia Public Utilities Commission will hold a hearing on transit radio October 27, it was announced last week. The whole question of consumer reaction to enforced broadcasts on street-cars and buses will be explored, as a result of steady pressure on the Commission to review its decision of this spring permitting installation of the equipment.

WWDC-FM has been furnishing programming for several months for equipped cars and buses, and there have been objections by what is generally believed to be a vocal minority.

4-H Victor On WTIC

Hartford, Conn.—Michael F. Kupernik, Jr., 19, of Suffield, will leave on Nov. 26 for the National 4-H Club Congress at Chicago as a guest of station WTIC. Kupernik was chosen as the 4-H Club member who has been doing the most outstanding job during 1949 in the WTIC Farm Youth Program. His expenses for an entire week in Chicago will be paid by the station.

Tennessee AP Group Headed By Stone

Memphis, Tenn.—Tennessee Associated Press Broadcasters held their organization meeting in Memphis last week.

Harry Stone, general manager, WSM, Nashville, was elected chairman; Leslie R. Brooks, WTJS, Jackson, and Cliff Goodman, WETB, Johnson City, were elected vice-chairmen.

The following statement of purpose was agreed upon as the primary aim of the association.

To work for closer cooperation among AP member radio stations to the end that broader and more complete news coverage be provided in the state.

A continuing study committee will be appointed to achieve this aim, and to work out mutual problems with a three-man committee already selected by the state AP newspapers.

Contest Winner Starts Series

Kathryn Day, former Arthur Godfrey "Talent Scout" winner, has started a weekly series, "Songs By Kathryn Day," featuring ballad hits of the day, Wednesdays, 2:45-3 p.m., over WWRL, New York.

BMI Board Reelected At Annual Meeting

(Continued from Page 1)

the report cited, as an example, the fact that four out of the seven hit songs on last Saturday's "Hit Parade" were BMI licensed tunes.

In commenting upon the meeting, BMI president Carl Haverlin said: "The stockholders were particularly pleased with the current alignment of affiliated publishers and were enthusiastic about the new BMI 'Writers Plan' encouraging new song writing talent."

Re-Elected Directors Listed

The directors re-elected for another one-year term are:

Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Akerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc., and James E. Wallen, MBS.

Strumer Takes Sales Post With Package Firm

Louis M. Stumer has joined Mark Goodson-Bill Todman Productions, radio and television package producers, as director of sales, effective immediately. Stumer was program sales coordinator for the CBS Television Network, until he resigned that post to accept his present appointment. Prior to working for CBS, Stumer was assistant manager of operations for the DuMont Television Network.

Molander Gets Promotion

Hugh Baillie, president of the United Press, announced yesterday the appointment of Carl B. Molander as assistant business manager. Molander, until receiving his new post, was commercial manager, in charge of communications and the supervision of contracts for both newspaper and radio clients of the United Press. He now will assume further duties in the news service's operations. Before joining it in 1922, as a cost accountant, he studied architectural engineering at Pratt Institute.

New Chi. FM Station

Chicago—Brad Eidmann, WAAF manager, revealed that WAAF-FM will go on the air November 1st with 38,000 ERP. New studios are located on the 33rd floor at 221 N. La Salle St. (AM studios are on the 5th floor). Station will be in operation from 3 to 9 p.m. daily. From three till WAAF's sunset sign-off both AM and FM shows will be aired simultaneously. After WAAF's sign-off, the FM sister station will broadcast alone till 9:00 p.m.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

WHERE ARE YOU BLUE EYES?
Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY— PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Terrific in England!
"IN A SHADY NOOK"
(By A Babbling Brook)
STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITY

THAT LUCKY OLD SUN
recorded and featured by
BOB HOUSTON .....M-G-M
FRANKIE LAINE .....Mercury
DEAN MARTIN .....Capitol
VAUGHN MONROE .....Victor
SARAH VAUGHAN ....Columbia
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Looks like Campbell has a hit ditty in the British novelty hit, "I've Got A Lovely Bunch of Cocoanuts," acquired from Irwin Dash Music Co. . . . number was penned by Fred Heatherton. . . . ● Edwin H. Morris & Co., starting to work on "The Things We Did Last Summer," written by Sammy Cahn and Julie Styne and originally published in 1946. . . . ● Tenoriole Frank Saunders has a new characterization, an Irish Singing Philosopher, which is a fine bet for a TV spot, begorrah. . . . ● Beryl Richards' thrilling trilling on the Eddie Albert NBC series mornings is a must. . . . ● Several Maestri including Al Goodman and Ray Bloch volunteered to conduct this Saturday's "Hit Parade" program with the monies to be turned over to Mark Warnow's family. . . . a grand gesture. . . . however, Mark's brother Raymond Scott will probably baton the show. . . . ● Mel Allen is currently offering the nets a 15-minute sports series, "How About That?" written by Lawrence Klingman and produced by Jackson Leighter. . . . ● Several weeks ago Russ Offhaus, WPIT deejay spinned the Ed Farley (Delvar) platter of "Music Goes Round and Round" resulting in a tie-up of the station's four trunk lines. . . . look for this number to come back as strong as ever.

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● ● ● In the untimely passing of Mark Warnow, Tin Pan Alley lost a true friend and a great delineator of its music. . . . his every thought was about music and in the 15 years that this reporter has known him intimately, Mark never permitted fast-talking, or over-enthusiastic publishers to deter him from programming songs strictly on merit, a practice other orchestra leaders may, for the sake of better programs, very well emulate. . . . the music and radio world was enriched by his having been a part of it.

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● ● ● Bennie Benjamin and George Weiss follow their "Keep The Love Light Burning In My Heart" with "Wedding Bells Will Soon Be Ringin'." . . . same pubbery, Laurel Music. . . . ● Jean V. Grombach, transcription exec., has written a tome, "The Saga of Sock," which is being published by A. S. Barnes and will be nationally released next month. . . . Jack Dempsey says it's the greatest book on prize fighting he's ever read. . . . ● The Charles Pauls (he's composer and musical director of "Mr. & Mrs. North" and "Martin Kane, Private Eye.") are infanticipating. . . . ● Ben Bloom Music has a beautiful waltz in "Come With Me," penned by George Blake and Dick Liebert. . . . ● Barry Bernard, director of the Chevrolet NBTelecasts, who was brought East from Hollywood, has been renewed for another three years at a great increase in salary. . . . Ned, 15-year-old son of Announcer Don Hancock will ride two of Don's show horses at the National Horse Show next month.

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● ● ● ON AND OFF THE RECORD:—Dinah Shore's latest Columbia effort, pairing "Dear Hearts and Gentle People" with "Speak A Word of Love," is labeled 'Deejay Special' in our book. . . . Harry Zimmerman Ork and Chorus back up strongly. . . . ● Tower Records comes thru with a surprise click (remember "How Soon?") in Teddy Phillips' slick platter of "Charley My Boy" flipped with "Are You Kissin' Someone Else?" . . . both sides feature fine warbling by Lynn Hoyt and the Phillipaires supported by clean-cut rhythm by the band. . . . ● Two-Ton Baker, whose Mercury platter of "I'm A Lonely Little Petunia," is a steady seller, will cut "If I Had A Million Dollars" for Mercury next week. . . . ditty is headed for the top. . . . ● Tom Shanahan, Disk Jockey at WEMP, Milwaukee, spending two weeks in town. . . . ● Gene Autry, whose Columbia platter of "Rudolph The Red-Nosed Reindeer," is making a lot of noise, has a live 'Reindeer' prancing around at the Rodeo while he warbles the Johnny Marks ditty. . . . ● Russ Carlyle will wax two originals, "Isle Beyond The Sea" and "Sing Alumma Lay" for Coral today. . . . Russ cleffed both words and music to both.

PLUG TUNES

THE MEADOWS OF HEAVEN
LAUREL MUSIC CO.
1619 Broadway New York City

SOME DAY
(You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—◆ ◆—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 20, 1949—TELEVISION DAILY is fully protected by register and copyright

COLOR-TV CONVERTERS ATTACKED

TELE TOPICS

FROM A PRODUCTION VIEWPOINT, the initial simulcast of "Band of America" on NBC Monday nite was a slick job on all counts. Writer-supervisor Hal James and director Herb Swope, Jr., gave the show just about as much visual appeal as is possible within the restrictions of AM duplication and a half-hour of band music. But the result was like seeing a fine suit of clothes on a scarecrow; the dressing is fine, but there's not much underneath. And no matter how many gimmicks are employed, there is very little visual appeal inherent in a 48-piece band. Gimmicks seen this week included a brief film clip of cadets marching as the band played the West Point March, heavy use of superimpositions and the appearance, at the end, of five drum majorettes. Most interesting bit visually was a turn on eight differently-tuned drums by Chauncey Morehouse, aided considerably by an elevated camera angle. Music, conducted by Paul Lavalle, is probably the best band stuff on the air, although personally, we preferred Lavalle's work with a woodwind octette on the fondly remembered "Basin Street" airer. . . . Film commercials for Cities Service were of high caliber. Agency is Ellington.

●

MANY MOONS HAVE PASSED since last we laughed as hard at anything on TV as we did Tuesday nite when Dean Martin and Jerry Lewis guested on the Berle show. Dean and Jerry are just about the best comedy team in the business these days and we'd like to see much more of them. NBC made a big mistake in placing them on radio, where they laid a bomb, instead of TV, where they are no less than sensational. . . . John Nasht has returned from Europe with a film of a Parisian revue which he is auditioning today for one of the webs. Program can be done film or live, he says, with Air France flying acts back and forth if latter method is chosen. . . . Transfilm has been signed by Consolidated Edison for a series of ten one-minute films for use on the WPIX newsreel. . . . Eugen Sharin, Ambassador Films prexy, back from a three-month trip abroad where he did a series of shorts in Salzburg and Vienna.

●

TV-PROGRAMS, INC., holding open house at Squadron A armory tonite to kick-off its indoor polo season. . . . Frank Wiener has been named division supervisor for the Theater Wing's radio-tele classes. He'll also assist Carl Beier, AM-TV chief. . . . WATV has snared TV rights to the 19 home basketball games of Seton Hall College. . . . The rich voice doing the Buick commercials on the O&J show belongs to Ralph Paul, one of the busier spielers around town. . . . INS Projectall is being installed at KNBH, Los Angeles, third NBC outlet to order the device.

To Show Use Of Video As Public Health Aid

Uses of video in public health education will be demonstrated for more than 5,000 public health and medical leaders attending the annual convention of the American Public Health Association in New York Oct. 26.

Sterling Fisher, NBC public affairs and education manager, will emcee the session which will show a recording of an NBC variety program utilizing techniques of drama, puppetry, cartoon and song to get across the message.

With Irving Caesar as emcee, other talent in the program includes Shirley Dinsdale, Michael Armstrong, 15-year-old cartoonist, and a dramatic group from American Theater Wing.

Dramatic portion of this program is titled "The Man Who Cares," a one-act play produced in cooperation with the New York City Cancer Committee.

Other NBC recordings will include a special film featuring "Howdy Doody"; and "Isotopes in the Service of Human Health."

WFIL-TV Names Driscoll

Philadelphia—William C. Driscoll, veteran newsman with more than 20 years in the field, has been named director of the WFIL-TV newsreel and manager of film productions. Sponsored by RCA Victor, the newsreel has been on the air since the station began programming two years ago.

UN Coverage

Ceremonies in connection with the laying of the cornerstone for the permanent United Nations headquarters in New York will be scanned by a four-network pool Oct. 24, 12-1 p.m., EST. Participants will include President Truman, Carlos Romulo, president of the General Assembly, Secretary-General Trygve Lie, Gov. Thomas E. Dewey and Mayor William O'Dwyer, of New York.

Murphy To Head Crosley TV Operation

Cincinnati—John T. Murphy, manager of WLW-D, Dayton, has been appointed director of tele operations of the Crosley Broadcasting Corp., it was announced yesterday by R. E. Dunville, vice-president and general manager.

H. P. Lasker, sales manager of WLW-D, becomes general manager of that station, and program director Donovan Faust becomes assistant manager, retaining his program duties.

In his new post, Murphy, who has been WLW-D manager since early this year, will have general supervision of the firm's outlets in Cincinnati and Columbus as well as Dayton.

Murphy, who is 36, broke into radio 18 years ago as an NBC page in New York and moved up through the web's commercial traffic and station relations departments.

They're Unsightly And Makeshift, Says Sleeper

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday heard an all-out attack on converters for color TV from Dr. George Sleeper, inventor of the color television system of Color Television, Inc. Spurning converters as "makeshift," Sleeper said CTI is working on three designs for a direct-view tube capable of bringing in black and white or color interchangeably—and for the first time he hinted that his firm might be able to demonstrate such a tube before the FCC next month in San Francisco.

Sleeper admitted ruefully that he has not yet seen pictures broadcast and received on CTI equipment except in the laboratory.

Questioned By Jones

Commissioner Robert F. Jones pressed Sleeper on the reasons for CTI's failure to bring equipment to Washington for demonstration, but Sleeper could not be shaken from his insistence that the equipment might not survive a cross-country trip. It is old and battered, and barely held together in San Francisco, he said, adding that it had taken 200 men to set up the RCA demonstration here last month.

Converters won't sell, and factories won't make them, Sleeper said. He referred to FM converters to prove his point, and added that he does not believe converters to permit present TV sets to bring in UHF channels will sell. Conversion to bring in the CTI color system would be costly, he said, and in addition converters of the nature of that provided for CBS color would mar the appearance of receivers as items of handsome furniture. The public would not buy whirling discs to destroy the lines of their handsome TV cabinets, he said.

On the other hand, he estimated that projection sets made to CTI specifications need cost little more than black and white projection sets today. For conversion to the present CTI-type projection color the cost would be about $200, he estimated. With a single direct-view three-color tube such as CTI, RCA and Dr. Charles Willard Geer are now working on, conversion might cost only $75, he said, but he still would not look for wide sales.

WOR-TV Names Herud

Eric Herud, WOR radio engineer for the past 15 years, has been appointed theater manager for WOR-TV.

4-A's Board Meeting To Vote On TV Authority Formation

International board of Associated Actors and Artistes of America will meet Oct. 26 at the Hotel Astor to vote on a motion to authorize organization of Television Authority, Paul Dullzell, president of the board, announced yesterday.

Five Unions In Favor

With five eastern talent unions—Actors Equity, Chorus Equity, AGVA, AGMA, and AFRA—in favor of TVA and the two western members of the 4-A—Screen Actors Guild and Screen Extras Guild—opposed to the plan, the question of jurisdiction over TV performers in various branches of the entertainment industry will be left in abeyance until a proposed mediation of all issues is completed.

The mediation proposal, which also will come up at Wednesday's meeting, is that the five unions in TVA on the one hand, and the Screen Guilds on the other, should submit all matters in issues between them to an impartial mediator.

The upcoming meeting also will probably consider a proposal that mass meetings of all members of the 4-A in specified cities be held for full discussion of all issues involved in the video controversy.

Voting by the International Board is based on each union having one vote for every 300 paid-up members.

NEW BUSINESS

WCBS, New York: Lamont, Corliss & Company for Nestle's "Quick," has purchased two participations per week on Wednesday and Saturday in the Margaret Arlen program for 13 weeks beginning Oct. 26 through Cecil & Presbrey. Vick Chemical Company, through Morse International, also contracted for Margaret Arlen announcements, Tuesday, Thursday and Saturday for 13 weeks. Interwoven Stocking Co., through United Advertising, signed for three weekly participations, Monday, Wednesday and Friday in the Jack Sterling program, for a 13-week period.

Crosley Corporation (Shelvador Division), bought three participations, Monday, Wednesday and Friday, in the Jack Sterling program for three weeks, through Benton & Bowles. Brown & Williamson Tobacco Corp., for Kool Cigarettes, also purchased Monday, Wednesday and Friday participations for a 13-week period in the Jack Sterling program through Ted Bates, Inc. Procter & Gamble for Duz, purchased nighttime station breaks, Monday, Wednesday, Friday and Sunday for five weeks, through Compton Agency. Daytime station breaks, three per day on weekdays and one on Saturdays, purchased by S.O.S. Company for Scouring Pads, the business being placed through McCann-Erickson, Inc.

WWRL, Woodside: River Brand Rice Mills, Inc., through Donahue & Coe, New York, has purchased two spot announcements daily for an indefinite period in behalf of "Carolina Rice."

J. Strickland & Co., through Getz Grenshaw Adv. Agency, Memphis, has purchased two spot announcements daily for one year on "The Afternoon Swing Session" in behalf of Royal Crown Hair Pomade. Quaker Oats Co., through Ruthrauff and Ryan, Chicago, has purchased three 15-minute periods weekly for an indefinite period beginning Nov. 7. Program was the "Afternoon Swing Session" featuring Phil Gordon. Product involved is "Aunt Jemima's Self-Raising Flour."

WGN, Chicago: Peter Paul, Inc., Naugatuck, Conn., has renewed the sponsorship of "Robert Hurleigh and the News," 8 to 8:15 Monday, Wednesday, and Friday, for 52 weeks. The Peter Paul, Inc. agency is Platt-Forbes, Inc., New York. Seek and Kade, Inc., New York, for "Pertussin," will sponsor three weekly announcements in the "Virginia Dale" program, 9:30 to 9:35 a.m., Monday through Friday. Erwin, Wasey, & Company, New York, handles the account. The Kellogg Company, Battle Creek, Mich., for "Pep," will sponsor three weekly one-minute announcements for 52 weeks. The advertising account is handled by Kenyon & Eckhardt Company, New York.

Political Parties Buy Time For Fall Elections In East

(Continued from Page 1)

"free and equal" political time available to all parties on non-commercial basis, virtually all other local stations are selling time for hard cash, during peak listening periods, to all legally-constituted parties. The elections involve city, state, and Senatorial posts in New York, and the gubernatorial chair in New Jersey.

Radio-wise, the various committees for the election of Herbert Lehman, the Democratic Senatorial candidate, and Sen. John Foster Dulles, GOP candidate, were more active than the others, since the Senatorial contest promises to be the closest. Among the candidates making use of television is Oren Root, running for the borough presidency of Manhattan, who is appearing over WNBT in a weekly 15-minute panel discussion series, sponsored by the Republican-Fusion Party.

Here is a station-by-station rundown of paid political broadcasts, including recent, current, and future programs:

WMCA: To the Wine, Liquor and Distillery Workers Union, two quarter-hours; the ILGWU, two quarter-hours; the Transport Workers Union, one quarter-hour; the American Labor Party Municipal Campaign Committee for Marcantonio for Mayor, seven quarter-hours, 24 30-second spots; the ALP Citizens Committee for Marcantonio, 25 quarter-hours, one half-hour; Coordinating Committee of Independent Democrats for Lehman, 12 half-minute spots; Independent Citizens Committee for Lehman, 12 quarter-hours; Republican State Committee, four quarter-hours; Oren Root, Jr., Dinner Committee, one quarter-hour; N. Y. Council ALP for Ewart Guiner, five quarter-hours; Brooklyn Citizens Committee for Abe Starke, 11 quarter-hours, 45 one-minute spots; Committee of Neighbors for Newbold Morris, 20 five-minute spots; Citizens Committee for Morris, one half-hour, 26 quarter-hours; Harlem Communist Election Campaign Committee, one quarter-hour, 19 10-minute spots, 45 half-minute spots; Social Labor Party of America, three quarter-hours; Fair Deal Democrats, 48 half-minute spots; Ind. Citizens Committee for Robt. Wagner, Jr., 12 half-minute spots; Ind. Citizens Committee for O'Dwyer et al, 13 one-minute, 19 half-minute spots; Joint Labor Committee for O'Dwyer, nine half-minute spots, 10 quarter-hours; N. Y. State Rep. Committee for Dulles, 15 one-minute spots.

WQXR: To the Independent Citizens Committee for Lehman, six quarter-hours; to the Women's Division of the Citizens Committee for Lehman, five quarter-hours; to the Campaign Committee for Morris, Uviller & Deserio, ten quarter-hours; to the Republican State Committee for Dulles, three quarter-hours; to the Joint Labor Committee for the Re-election of O'Dwyer, Joseph, and Impellitieri, three quarter-hours.

WCBS: The Citizens' Committee for Lehman has bought a total of ten 15-minute periods. The New York State Republican Committee for Dulles has bought six fifteen-minute periods, and two half-hours. Broadcasts for both Dulles and Lehman will be carried on a state-wide CBS network, as well as WCBS. The Independent Citizens' Committee for the re-election of Mayor O'Dwyer has bought one half-hour and one 15-minute program, plus a schedule of rotating station breaks heard last week.

WMGM: Five 15-minute periods and one half-hour to the Committee for John Lundy for Queens Borough President; one half-hour to the Kings County Democratic Committee for Lehman, Cashmore, and O'Dwyer; one half-hour to the Independent Citizens' Committee for O'Dwyer; 15-minutes for Oren Root; nine 15-minute periods to the United Labor Committee for O'Dwyer, Impelliteri, and Joseph; spot campaigns for the various candidates.

WBNX: (English and foreign-language) A total of 51 spots, in English, for O'Dwyer; for Dulles, five 15-minute periods in German, three five-minute periods in French, three in Italian, 12 spots in German, one in French, and 12 in Italian.

WOR: Four 15-minute periods to the New York AFL for Lehman; three 15-minute periods to the New York Liberal Party for Newbold Morris; three quarter-hours to the N. Y. GOP Committee for Dulles; three quarter-hours to the New Jersey State GOP for the re-election of Gov. Driscoll.

WNBC: Nine quarter-hours to the Campaign Committee for Morris, Uviller & DeSirio; two quarter-hours for Robert Wagner Jr.; one quarter-hour to the N. Y. Liberal Party for Morris and Lehman; one quarter-hour to the Independent Citizens' Committee.

WJZ-ABC: To various GOP organizations, a total of 19 broadcasts aggregating five hours on a New York state network; to the Democrats, one 15-minute broadcast on the state-wide web; on WJZ only, eight broadcasts totaling 65 minutes for Democratic candidates, nine broadcasts totaling 150 minutes for the American Labor Party, ten broadcasts totaling 175 minutes for the Independent Citizens' Committee, 13 broadcasts totaling 195 minutes for the Liberty Party, and two broadcasts totaling 45 minutes for the Joint Labor Committee; over WJZ-TV, one 15-minute telecast on behalf of Liberal Party candidates.

COAST-TO-COAST

Olga Naranjo Jains WCOP

Boston, Mass.—Olga Naranjo has joined the staff of station WCOP as secretary to promotion manager John Wilkoff. She formerly was employed at WEEI, local CBS outlet.

Phane Conversatian Braadcast

Houston, Tex.—Major Oscar Holcombe attending the International Conference of Mayors at Geneva, Switzerland, telephoned the first of a series of reports to Bob Gray, news editor of KXYZ. The entire conversation between Gray and the Mayor was rebroadcast later in the evening.

Jain KOAC Staff

Corvallis, Ore.—KOAC announced recently the addition of two new staff members, Elizabeth Dotson, formerly with the State Library, Salem, as director of the Oregon School of the Air; and Donald S. Somerville, formerly director of radio at the University of Wyoming, as School Specialist in Radio. Both of the new staff members participate in educational features of the station which are part of its school broadcast service.

Brown Celebrates Anniversary

Hartford, Conn.—Carlton Brown, transmitter engineer at WDRC-FM is observing his tenth anniversary with the station during October. Brown joined the FM outlet in 1939, and has his headquarters at the Meriden Mountain transmitter of the station.

New Additian Ta WMTR

Morristown, N. J.—WMTR announced this week the addition of Charles S. Herman as full-time continuity writer. Herman, a resident of Elizabeth, is a 1949 graduate of Rutgers University. His previous experience has been with a large Newark advertising agency and with the magazine, "Television World."

Pragram For Wamen On KOAC

Corvallis, Ore.—KOAC, educational broadcasting service, announced the new series of programs "Especially For Women" directed by Lee Stringfellow Nelson, in charge of women's programs for the state station. The new schedule began last week, and features twice-daily programs in co-operation with the School of Home Economics at Oregon State College and the Agricultural Extension Service, as well as daily features in co-operation with women's organizations.

WNJR Braadcasting Games

Newark, N. J.—Harry Goodwin, general manager, announced that WNJR will broadcast play-by-play descriptions of all the home basketball games of Seton Hall College, South Orange. The first game will be aired December 5th with Harry Nash and Bill Moore handling the broadcasting.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 14 NEW YORK, FRIDAY, OCTOBER 21, 1949 TEN CENTS

INT'L TELE-FILM NETWORK PROPOSED

Aimed At Promoting Good-will, Easing Shortage Of Dollars Abroad, And Offering Low-Priced Shows

An international television film network that would (1) help promote good will and understanding among the various nations in the Western Hemisphere and Europe, (2) help ease the severe dollar shortage in Marshall Plan countries, and (3) provide TV stations with quality film programming at reasonable cost was envisioned yesterday at a luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt.

Participants in the discussion, which was titled, "Television's Fifth Network," were Norman Corwin,

(Continued on Page 6)

BMB Sets Dec. Date For Study Number 2

The Broadcast Measurement Bureau's Study No. 2 is nearing completion and, it is hoped, will be ready for release on Dec. 1, Ken Baker, acting BMB president, said yesterday.

Baker conceded that the coverage figures it contains are based on samplings taken last March and will therefore be somewhat dated upon release. The time lag in the present study method has provoked considerable criticism from subscribers, he said. But, he went on, the figures will nonetheless be considerably more valuable than those in the 1946 study, for which the BMB still gets requests.

Columbia Records Plans Wide Promotion For Fall

Columbia Records will launch one of the biggest promotion campaigns in its history this fall, Paul E. Southard, vice-president in charge of merchandising, said yesterday.

Plans include advertising spreads in 19 national magazines, window displays, pennant streamers, posters, and direct mail. Appropriate tie-ins have been arranged for the Christmas shopping season.

45 RPMs Here To Stay, RCA Says, Citing Sales

Rumors that RCA Victor will abandon its 45 rpm record system were emphatically denied yesterday by Frank M. Folsom, president of RCA.

Attributing such rumors to those with "an axe to grind," Folsom declared: "By no means will the '45'

(Continued on Page 2)

Dixieland Disker

New Orleans—Oscar "Papa" Celestin, 64-year-old musician whose career dates back to the neolithic Dixieland period, has been signed for a weekly disk-jockey show on WDSU, Saturday, 12-1 p.m. For many years Papa and his all-Negro combo held forth on Basin Street, famous in song and story as an incubator of the blues.

Inside Information Was His Specialty

Parchman, Miss.—Listeners to a certain local station are hereby notified of a suspension of service, until further notice. The station's one-man staff, William F. Moody, will be too preoccupied for the next few years to devote any time to broadcasting. He's serving a 50-year-sentence in Mississippi State Prison for armed robbery. To while away the time, Moody built three transmitters, and for the last four years has been broadcasting information intended for his wife, who has been working for a pardon. Five FCC engineers, who did not find it entertaining, spent three weeks scouring the state with mobile units and finally traced the broadcasts to their source. Said Moody: "That's Freedom of Speech for you!"

Pool Arrangements Ready For U. N. Day

The official laying of the cornerstone of the new UN building on New York's East Side, Oct. 24, will be televised by almost all stations connected by cable with New York under a pool arrangement to be handled by CBS and will be broadcast via pooled facilities of the UN by the four major networks and unaffiliated stations throughout the country.

CBS-TV will have three cameras on hand to cover the hour-long proceedings, 12-1 p.m., EST. Douglas

(Continued on Page 2)

Heavy Registration For NAB Meeting

Over 100 broadcasters have registered for the Third district NAB meeting which will be held at the Skytop Lodge, Skytop, Pa., on next Wednesday and Thursday, George D. Coleman, general manager of WGBI, Scranton, Pa., district chairman, announced yesterday.

NAB speakers who will participate in the meeting will be Justin Miller, president; Kenneth Baker,

(Continued on Page 6)

Clipp Sees TV Income Topping AM Gross By '51

Philadelphia — Roger W. Clipp, general manager of the Philadelphia Inquirer stations, WFIL and WFIL-TV, has predicted that the video station's gross income will exceed that of the AM station "within the next year or 18 months."

"By that time," he said, "television

(Continued on Page 4)

Ask Action Against Cuba And Mexico Re NARBA

Washington Bureau of RADIO DAILY

Washington — President Truman and the State Department have been asked, in a resolution propounded at a meeting of District 4, NAB, to

(Continued on Page 2)

RCA Asks FCC Defer Tests Of Color-Tele

Washington Bureau of RADIO DAILY

Washington — RCA yesterday asked the FCC to delay for two months the scheduled comparative demonstration of competing color TV systems and DuMont black-and-white television. Need for additional field testing, possibility that the awaited single tube for direct view black-and-white and color might be

(Continued on Page 7)

Merger Of Technicians Unions Now In Prospect

The recently-authorized affiliation committee of NABET tentatively has scheduled a meeting on Nov. 7 with a similar committee of the IBEW, one of three unions which have in-

(Continued on Page 2)

Chicago Music-Appreciation Being Underwritten By AFM

Chicago — Commercial radio stations throughout the country will indirectly be contributing to a nation-wide musical appreciation program through funds to be allocated by the American Federation of Musicians from the union's transcription and recording royalty fund, it was revealed at the School Broadcast Conference which wound up its three-day session at the Sherman Hotel here last night. If the Chicago plan, which is already going into effect, becomes national, several hundred thousand dollars and perhaps even as high as a million dollars may be allocated from the union's royalty fund for educational purposes.

In Chicago, alone, fifty thousand dollars is being allocated to the public school system to foster love for music among children. Seventy-five

(Continued on Page 3)

Merger?

Washington—Top officials of the National Association of Broadcasters and the Frequency Modulation Assn. met at dinner here last night and discussed the matter of absorption of FMA into the NAB. The conference was held at the Statler Hotel, here, and still was in progress at press time. Announcement of decision is expected some time today.

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MARVIN KIRSCH : Business Manager

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FINANCIAL

(October 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8¾	8¼	8¼	— ⅝
Admiral Corp.	28¼	27¾	28⅛	— ⅜
Am. Tel. & Tel.	144½	144¼	144⅜	— ⅛
CBS A	23⅛	23	23	— ¼
CBS B	23¼	22⅞	23¼	+ ¼
Philco	30¾	30	30¼	— ½
RCA Common	13¼	12⅞	13	— ¼
RCA 1st pfd.	71¾	71½	71½	— ¾
Stewart-Warner	12⅝	12½	12⅝	— ⅛
Westinghouse	28⅞	28⅝	28⅞	.....
Westinghouse pfd.	99	99	99	.....
Zenith Radio	29⅝	29¼	29¼	— ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14¾	14	14	— ¼
Nat. Union Radio	3	3	3	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14⅜	15⅜
Stromberg-Carlson	12½	13¾
U. S. Television	⅜	⅝
WCAO (Baltimore)	16	....
WJR (Detroit)	7¾	8¼

Kiernan Anniversary To Be Feted By ABC

ABC news commentator Walter Kiernan's 25th anniversary as a newspaperman and his sixth as a radio newsman will be feted in a special broadcast to originate from the Emerald Room of Cavanagh's in New York City, today, 6:15 p.m., EST, over the ABC network.

The entire talent roster of WJZ, the web's New York outlet, will be on hand to honor Kiernan. Allan Prescott, the station's night life reporter, will act as emcee. Presentations on behalf of the station, will be made by Phil Alampi, farm news editor, Ed & Pegeen Fitzgerald, Herb Sheldon, Nancy Craig, Patt Barnes, Joe Basel and Symphony Sid.

Merger Of Technicians Unions Now In Prospect

(Continued from Page 1)

dicated an interest to affiliate with the NABET.

The National Council of the National Assn. of Broadcast Engineers and Technicians, which set up the affiliation committee at its meeting last week, also authorized an affiliation vote by the membership pending the outcome of the committee's meetings with the three unions. The three unions under consideration for affiliation are: the Communication Workers of America, the International Brotherhood of Electrical Workers and International Alliance of Theatrical Stage Employees.

The NABET national council held its election of officers in the course of the week-long meeting. John R. McDonnell will continue in his three-year term of office as president and member of the executive board. Ed Lynch of Rochester was re-elected vice-president and member of the executive board. Also elected to the executive board were: Paul E. Anderson of Washington, Richard T. Parks of San Francisco, and Ed Stolzenberger of New York.

Appointed to the NABET affiliation committee were: James H. Brown of Hollywood, chairman; George Maher of Chicago; Ed Lynch; J. Willard Dean of Raleigh, and Ed Stolzenberger.

Also on NABET's agenda for decision within the next few weeks is the consolidation of the organization's New York chapters, which, if effected, will bring 700 members within a single New York local. The consolidation committee is composed of DeWitt C. Shultis of New York, and Ed Stolzenberger.

Ask Action Against Cuba And Mexico Re NARBA

(Continued from Page 1)

impose "sanctions" on Cuba and Mexico in the event that those two nations do not live up to the provisions of NARBA in affording protection to the wave lengths of the United States stations.

The resolution suggested that this country take action in connection with cane sugar imports and passport regulations to bring pressure to bear upon the governments of Cuba and Mexico in order that the present technical setup be not seriously disturbed.

Smith Rejoins WOAI

San Antonio, Tex.—Melissa Smith has rejoined the staff of WOAI as singing star and will also be featured on WOAI-TV when it takes to the air on Nov. 6. Melissa has been featured with Horace Heidt and his band after joining him in Fort Worth after singing on his radio show.

Wedding Bells

Walt Framer, writer of "Strike It Rich," will be married Sunday to Evelyn Schmerzler, non professional.

Pool Arrangements Ready For U. N. Day

(Continued from Page 1)

Edwards and Ned Kalmar will handle the video commentaries. President Truman, UN Secretary-General Trygve Lie, Ambassador Warren Austin, UN Assembly President Carlos Romulo, Governor Dewey and Mayor O'Dwyer will participate in the cornerstone-laying ceremonies.

"Live" radio coverage has been scheduled by both ABC and NBC, 12:30-1 p.m., EST, featuring the speeches of the Chief Executive and the United Nation's Secretary General. MBS will broadcast, via recording, the half-hour program at 2:30 p.m., EST. CBS will air its recording at 4 p.m., EST. Each network will have its own corps of announcers at hand.

The four networks will record portions of the ceremonies for rebroadcast on regular news shows. The UN expects to send abbreviated kinescope recordings overseas.

CBC Board Of Governors Okays 2 New Stations

Winnipeg—The CBC board of governors has approved applications for new private radio stations at Thetford Mines, Quebec, and Victoria, B. C. The board denied two separate requests for establishment of new stations at Saskatoon and deferred a request for authority to construct a new station at St. Johns, Newfoundland.

Application for the station at Thetford Mines has been made by La Compagnie de Radio-Diffusion de Thetford. The board deferred a request by VOCM of St. John's for a power increase to 1,000 watts from 250. It also denied a request from VOAR of St. John's for permission to increase its power to 1,000 watts from 100.

Full Grid Schedules Sold By WROV, Roanoke

Roanoke, Va.—WROV has signed contracts with two local sponsors for broadcasts of the full grid schedules of Virginia Tech and Jefferson High School.

Virginia Chevrolet Dealers will air the Tech games on Saturday afternoons. Jennings-Sheperd Sporting Goods and Salem Bowling Center will sponsor the Jefferson games. Coleman Austin does the play-by-play accounts, with Lee Garrett filling in on color. Gordon Phillips, WROV's assistant manager, produces.

45 RPMs Here To Stay, RCA Says, Citing Sales

(Continued from Page 1)

be abandoned. It is here to stay." Sales have increased 260 per cent within the past 60 days, he added, and RCA Victor's facilities are unable to keep pace with the demand for 45 rpm records and players.



Mother's Little Helper

This pretty little fawn seems to have lost its mother. So the friendly dog helps out with the all-important bottle of milk.

Some advertising campaigns in tough competitive markets need a little help these days, too. In Baltimore the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience.

This will *really* be a help to your sales effort. For W-I-T-H provides you with more listeners-per-dollar than any other station in town. That means you get BIG results from a LITTLE bit of money on W-I-T-H.

So don't put it off another day. If you're not already using W-I-T-H, call in your Headley-Reed man and get the whole story right away.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

NEW BUSINESS

WEWS, Cleveland: Standard Brewing Company—Wrestling, (DM-CHI) once weekly, Saturday nights, ten minutes after end of hockey game. Agency: Gerst Advertising. Pepsi-Cola—Renewal of one-minute spots, five days a week, Mondays through Fridays, on "Dinner Platter," for 13 weeks. Direct contact. Clark Candy Bar—One-minute spots, Mondays, Tuesdays, Thursdays, and Fridays from November 14, 1949 through February 10, 1950. (film spots.) Agency: Batten, Barton, Durstine & Osborn. Airwick—20-second spots, one time weekly on Thursdays. Begins October 27; 26 weeks. Agency: William H. Weintraub, New York.

Penny-Wise Plastics—2-time participation on "Distaff." Direct contact. Transvision, Inc.—Participation, five days a week, Mondays through Fridays, on "Dinner Platter." Direct contact. O'Keefe's Ale—"Mr. O.K. Weatherman"—six times weekly, Mondays through Saturdays. 13 weeks, beginning October 31 through January 28, 1950. Agency: Armand Weill, Buffalo. Reddi-Wip Mfgr. Co.—participating spots on "Distaff," three times weekly, Tuesdays, Thursdays and Fridays. 13 weeks. Agency: Richard T. Brandt. Inc.

WMCA, New York: Krasdale Foods, in signing a 52-week renewal of a schedule of programs and spot announcements, will present "Woman's Side Of The News" with Betty Kay, 8:30 to 8:35 a.m., Monday through Friday. In addition to the news feature, Krasdale continues its schedule of 15 spot announcements weekly. The campaign was handled through Green-Brodie with Dick Brahm acting for the station in the negotiations.

Fairmont Foods has begun a 13-week campaign of spot announcements promoting client's frozen food products. Doyle, Dane, Bernbach, Inc., placed this account through Mort Fleischl, WMCA account executive. Fleischl also handled a 26-week spot announcement campaign for Babka Pastry Shops, through A. W. Lewin Company. Geneva Furniture Company will sponsor Larry Curtis in a new "Musical Star Time" session from 5:45 to 6:00 p.m., Sundays. Dickerman Advertising Agency arranged this series.

Whitehall Pharmacal Company has signed a 22-week series of announcements promoting Guards Cold Tablets. This schedule was negotiated through The Biow Company.

Kirby Makes Debut On WAPI

Birmingham, Ala.—Jim Kirby has made his bow on WAPI and WAFM with the "Hayloft Jamboree," a six-day a week program. Kirby, who has 15 years of radio, stage, screen and TV experience, was formerly on some of the leading network programs and orchestras.

Chicago Music-Appreciation Being Underwritten By AFM

(Continued from Page 1)

recitals will be given at the schools within the next six months, according to Petrillo's plan. A special conductor will act as narrator and explain the music that will be played. In addition to the live concerts given by Petrillo's unemployed musicians, the musicians are also planning to give a series of musical appreciation concerts over the Chicago Board of Education's FM station, WBEZ. It is not planned to broadcast these programs over commercial AM stations.

Frieda B. Hennock, FCC Commissioner, who was to have been the honored guest at the final day's luncheon hosted by the NAB's 9th District Association of Women Broadcasters, wired her regrets that urgent business at the FCC hearings in Washington prevented her from coming to Chicago for the event.

At The Drake Next Year

While no definite date has been set for next year's confab, director George Jennings told RADIO DAILY that it is planned to have the 14th annual School Broadcast Conference at the Drake Hotel here in Chicago next October.

Some 1,500 educators were present at this year's three-day conference.

Jennings also thanked RADIO DAILY for its outstanding coverage of the conference.

Robert K. Richards, director of public relations and publications for the NAB made several proposals for cementing relations even further between commercial and educational broadcasters. Richards suggested that the NAB and educational broadcasters work together in putting out a guide book suggesting how educators can get time for public service programs and how best to utilize that time.

Richards also proposed that some method be devised whereby educators and commercial broadcasters exchange personnel so both can get a slant of each other's problems.

As an example of how the two forces can work together, SBC director Jennings pointed to the recently inaugurated "Illinois History Series" in which 15 downstate commercial stations who are members of the Illinois Broadcasters Association are each producing one of the programs in the series, and transcribing it for use by the Chicago Board of Education's station, WBEZ.

In one of the concluding talks, Dr. Franklin Dunham of the U. S. Office of Education proposed the formation of an international educational radio organization. He said European countries, which he visited recently, are already in favor of forming such an organization.

Nabors Will Join KTHT As Program Director

Dallas—Bill Bennett, general manager of KTHT yesterday announced the appointment of Ted Nabors as new program director of the Houston MBS outlet. Nabors, formerly program director of KTRH, Houston, comes to KTHT after fifteen years on the staff of the Houston CBS station. According to Bennett, Nabors will be charged with planning and emceeing the expanded program schedules currently planned when the new studios will go into operation.

The modern radio theater, with a seating capacity of 300, will be used to accent local audience participation shows with Nabors at the mike. Nabors will also inaugurate a two-hour participation show "Top of The Morning" from 7:00 to 9:00 a.m. across the board.

King Returns To Radio

San Bernardino, Calif. — Austin King, advertising and radio man, has joined the sales staff of KITO. King was formerly editor of the radio trade magazine "Rim," publicity agent for Spike Jones, Johnny Richards orchestra and other Hollywood personalities.

SOUTHWEST

BUSIEST man in Fort Worth radio is probably Fred Edwards, KFJZ staffer and former western bit player in Hollywood. 10:15-10:45 p.m. across-the-board begins to be a chore when added to a Tuesday thru Friday schedule of his "Cowboy Hit Parade," North Side Coliseum wrestling card on Mondays and the "Lone Star Jamboree" on Saturday nights.

"The Old Scotchman's Scoreboard," on KLIF, Dallas, with Gordon McLendon in the title role, is rolling up new records for mail pull with his latest gimmick for Park Cities Frozen Food Company. Listeners pit their skill at predicting the outcome of Southwest Conference football games and divide game tickets, frozen food locker space and merchandise.

Ray Conaway, who heads the news department at KTHT, Houston, has just been signed by Temple Lumber Company, on a Monday through Friday 12:00 noon news period tagged "The Temple Story." Strip will feature local news and interviews with local people who are prominent in the day's news. Conaway has also been bought three times a week on his 7:30 a.m. news stint by Black-Brollier, Inc.

• faces • facts • figures • wins •

ALLEN BROWN'S CORNER



Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLEY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

CHICAGO

By HAL TATE

JOHN McCORMICK, pilot of WBBM's "Matinee at Midnight," made a recent personal appearance at the Hudson-Ross radio stores from 2:30 to 4:30 p.m. He is hoping for a quick recovery from the kink in his arm—caused by the two rigorous hours of hand-shaking and autograph-scribbling!

Tatham-Laird has a new time buyer in Paul Schlesinger, formerly sales service manager at WBBM for the past two and a half years.

As a result of the recent Polio Marathon broadcast over WCFL's new all-night show emceed by Marty Hogan, $25,000 will be turned over to the National Foundation for Infantile Paralysis. All "big-name" stars in Chicago participated in the program.

WCFL's bid for the all-night audience has been labelled "The Outer Drive." Don McCarty, formerly affiliated with WBOW, Terre Haute, Indiana, is the "traffic commissioner" from midnight through 6:00 a.m.

Rush Hughes is dickering for a few TV shows to originate in neighboring key cities.

Congratulations to WIND disc jockey Eddie Hubbard on the birth of a daughter, Laura Jacqueline. Although Eddie is one of Chesterfield's top salesmen, the occasion definitely calls for a cigar! Mrs. Hubbard was formerly with Mercury Records.

The number of television receivers installed and in use in the Chicago area (50 mile radius) as of August 31, 1949 is 185,275; this figure is based on the totals reported by manufacturers and distributors, and was announced by the Electric Association of Chicago.

Jack Thoma, Wayne King press agent, taking bows for the recent article in "Time" Magazine about the "Waltz King." And it didn't hurt in publicizing Wayne's new TV weekly show over NBC for Standard Oil Co.

Clipp Sees TV Income Topping AM Gross By '51

(Continued from Page 1)

will have taken the lead as an income factor in spite of radio's continued greater circulation." He added, however, that the amortization of television's high costs will be a long-term project, and that much of the TV revenue will go toward further video development.

WFIL-TV currently lists 101 sponsors; the station had a total of eight advertisers during its first week on the air in September, 1947. Since that time, the station has stepped up its program schedule from 23½ hours to 42 hours weekly. On Nov. 15 the evening hourly rate will be increased from $550 to $700, and the cost of a spot announcement from $70 to $100. Clipp foresees a basic evening hourly rate of $2000 for WFIL-TV in "two or three years."



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: Several midwestern stations have begun to cut down on their disc jockey staffs. . . . Mary Pickford has rejected a fabulous offer to co-star with her hubby, Buddy Rogers, in a new type of Mr. & Missus airer. . . . International Boxing Club reconsidering its ban on TV with idea of selling telecasts for direct screening to theaters. . . . Bob Crosby, signed as a regular on the Pet Milk show, will shift his family east. . . . Todd Russell, meanwhile, is setting up house in Los Angeles where he's lined up several shows. . . . Rob't Montgomery being paged for his own comment column by one of the syndicates. . . . Nate Blumberg, U.A. prexy, huddling with realtor Walter Shirley on establishing Eastern U.A. studios at Mastic Acres, L. I. . . . Fran Warren signed for the Henry Morgan show starting Nov. 4th. . . . Cathy Mastice being screen-tested by Metro. . . . Leonard Hole, who recently resigned as director of operations at DuMont, off for a month's vacation in Cuba and Jamaica. . . . Guy Lebow, who's shown tremendous strides as a sportscaster lately, negotiating with MGM for a 3-a-week sports radio quiz . . . Carl King up for the emcee role in a video moppet show, which should be right up his alley. (Or should we say right up King's row?) . . . Johnny Thompson sez he knows a guy whose wife is a born radio star. Whenever he stays out late, she starts asking him Twenty Questions.

☆ ☆ ☆ ☆

● ● ● OUR OWN PERSONAL QUIZ (with no reward for answers): Editorial staffers on what local sheet are being given vacations without pay which may be the beginning of the end? . . . Is Ed Kobak gonna tie up with one of the bigger radio reps? . . . NBC going in for ad copy on laxatives? . . . Is Paul Kesten aiding CBS in its color TV presentation?

☆ ☆ ☆ ☆

● ● ● Most touching video bit we've caught in a long while was Bill Robinson's "adopting" of a young orphan lad who danced his way to the voters' choice on Ted Mack's Amateur Hour the other night. The lad, who ironically enough comes from Robinson's own home town, had idolized Bill all his life and Mack had arranged for Bill to appear on the show and meet him. The kid, thrilled beyond words at meeting his idol in the flesh, broke out in tears and Robinson himself wasn't exactly dry-eyed at the display of worship. Bill gave him some solid advise on how to continue on his career and wound up by getting him set with Paramount Pictures and promising him to guide him on the way.

☆ ☆ ☆ ☆

● ● ● SHORT STORY: In 1935 Robert L. Welch was producer-director of the Kate Smith show. He hired a gal named Dorothy Kirsten (then an opera student) to sing in the chorus. Now Bob has hired her once more to play opposite Bing Crosby in "Mr. Music" which he's producing for Paramount.

☆ ☆ ☆ ☆

● ● ● The Protestant Radio Commission's series, "Some One You Know," on ABC, has drawn rave notices from the critics—rare for a religious show. Especially appealing is Morris Mamorsky's musical contribution to the show. Latter is making a rep for himself in radio-religious circles because in addition to his work on this series he also writes the music and conducts "Eternal Light."

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Roberta Quinlan moves into the star spot on the Mohawk TV series Dec. 12th when Morton Downey departs the show. . . . "Mr. & Mrs. North," the radio series, is one of the better Mystery and Mrs. programs. . . . Harvey Stone sez a lotta comics think that when color TV comes along it'll permit blue material.

AGENCIES

ALICE ROSS, formerly in the media departments of the Lawrence C. Gumbinner and Franklin Bruck advertising agencies, has been appointed time and space buyer for the New York office of The Joseph Katz Company.

DON WEILL, formerly account executive with Grant & Wadsworth, Inc., and previously advertising and sales promotion manager of Clairol, Inc., has joined Benton & Bowles as a member of The Procter & Gamble drug division account group.

ANDERSON, DAVIS & PLATTE announce that Jane Scriven has joined the agency as executive in the public relations department. Miss Scriven, whose home was originally in Chicago, has an extensive home-furnishings background. In New York she was with Macy's and Lord & Taylor, and most recently an associate editor of Home Furnishing Trends for the J. M. Biow Co.

NORMAN KNIGHT has resigned as eastern station relations manager of Mutual Broadcasting System to become vice-president in charge of advertising of Sponsor Publications Inc., New York. Prior to his affiliation with Mutual Knight was general manager of WAJR, Morgantown, West Va.

Send Birthday Greetings To—

October 21
Tommy Riggs — Richard Nicholls
Louis Sobol — Frances Scully
Jack Holden — Jack McElnoy
Richard F. Goggin
Joe Kaselow

October 22
Powell Clark — Noel Mills
Frank Danzig — Parker Fennelly
Roger De Koven — Allen Stuart
Charles A. Nobles

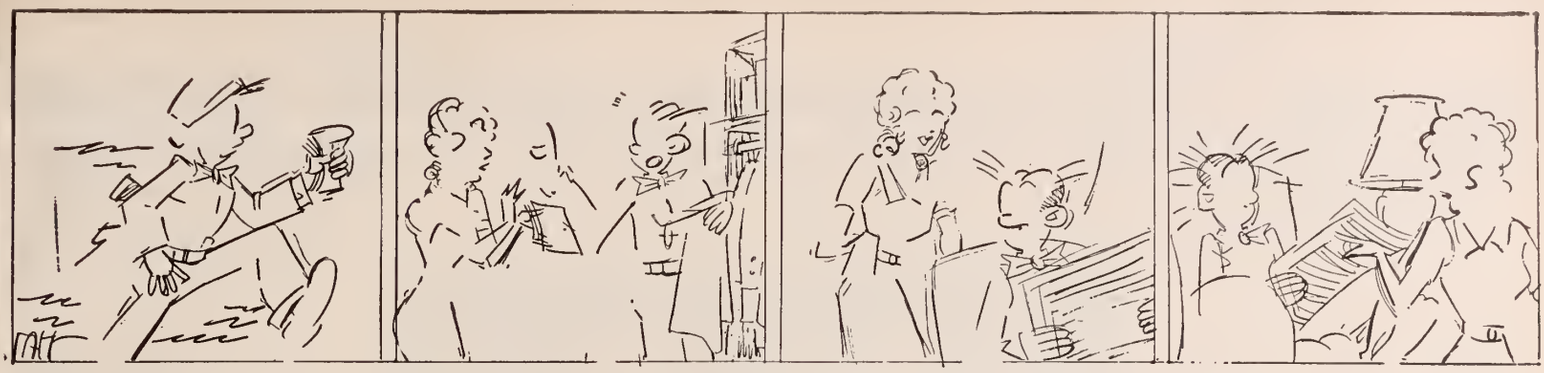
October 23
Frederic A. Willis — Ford Bond
Charlie Capps — Colleen Ward
Lucy Monroe — Margaret Speaks
Martha Rountree

October 24
Regina Schuebel — Elinor Sherry
Russell Willis — Paul Lindsay
Radie Harris — Louise King

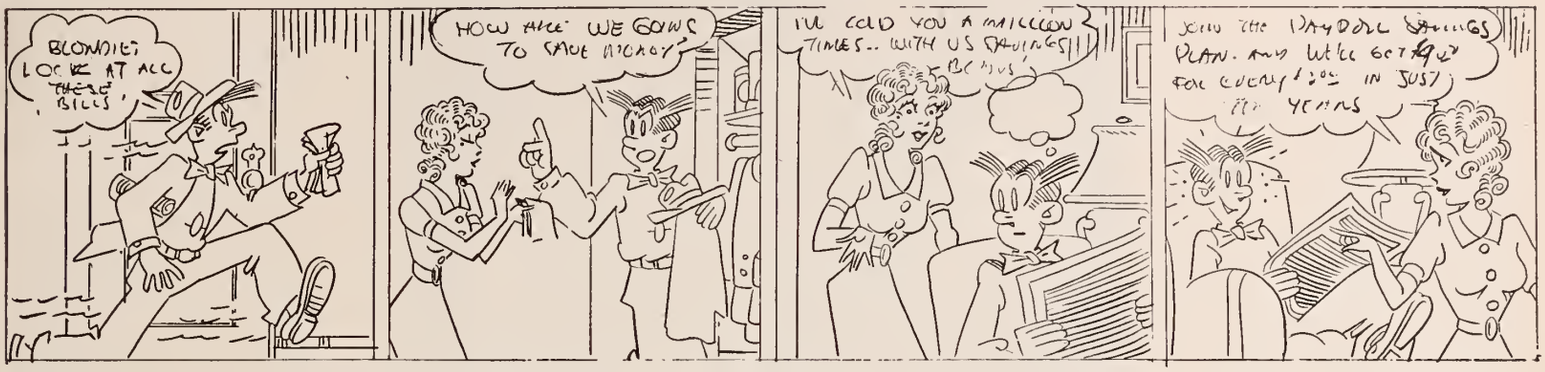
October 25
Wallace Butterworth — Dan Landt
Vera Barton — Fanny Brice
Richard Gordon — Anne Dall

October 26
Estelle Brenner — Pat Barnes
Charlie Barnet — Raymond Caddell

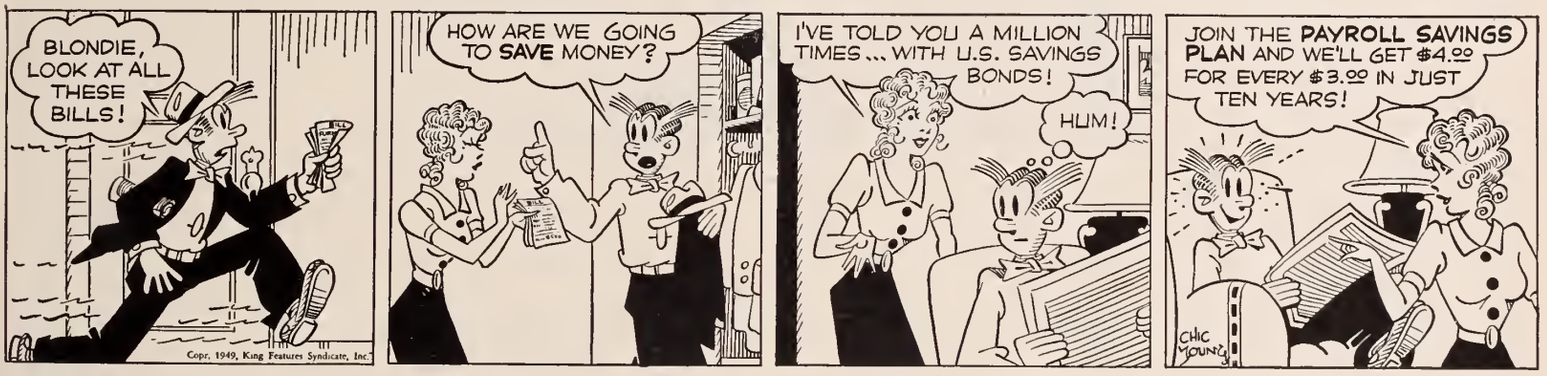
October 27
Jack Kilmartin — Bob Becker
Kathryn Cravens — Jack Carson
Mignon Schrieber



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP...

that's the way it's done successfully!

AS YOU CAN SEE, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS

THIS SPACE CONTRIBUTED BY RADIO DAILY

Heavy Registration For NAB Meeting

(Continued from Page 1)

director of reasearch; Ralph W. Hardy, head of the radio division; G. Emerson Markham, TV director and Charles H. Tower. Robert Richards, director of public relations, is also expected to attend the regional confab.

Allied Executives To Attend

The Third district meeting will attract representatives from many organizations allied with the industry. Among those expected to attend are: Madison Amor, RCA Recorded Program Services, New York; J. Frank Beatty, Broadcasting, Washington, D. C.; Paul M. Breining, Associated Press, Harrisburg, Pa.; Frank Burke, Radio Daily, New York; E. J. Fitzsimmons, Weed & Company, New York, N. Y.; James M. Flenniken, Sales Rep., Capitol Records, Inc., Transcription Division, Hollywood, Calif.; Kolin Hager, Sesac, Inc., New York, N. Y.; Mrs. & Mrs. Sydney Kaye, Broadcast Music, Inc., New York, N. Y.; Marvin Kirsch, Radio Daily, New York; E. B. Lyford, National Broadcasting Co., New York, N. Y.; I. Mattaway, Pres., Radio Television Publicity, Inc., Chicago, Ill.; Robert D. C. Meeker, Robert Meeker Associates, Inc., New York, N. Y.; Mr. & Mrs. John J. O'Connell, Associated Program Services, New York; Linwood Pattee, Broadcast Music, Inc., New York, N. Y.; A. B. Sambrook, World Broadcasting System, Inc., New York, N. Y.; Joseph H. Snyder & Mrs. Snyder, Associated Press, Philadelphia, Pa.; Pierre Weis, Lang-Worth Feature Programs, Inc., New York, and David R. William, Standard Radio Transcriptions Services, Inc., New York.

Broadcastee Reservations Listed

The broadcaster reservations follow: Leonard Kapner, WCAE, Pittsburgh, Pa.; Ewing S. Hawkins, WILM, Wilmington, Del.; Mrs. Alethea J. Mattorn, Manager WMAJ, State College, Pa.; W. J. Thomas, station manager, WCPA; W. K. Ulerich, general manager, WCPA & WMAJ, Clearfield, Pa.; Mr. & Mrs. Frank R. Smith, WBVP, Inc., Beaver Falls, Pa.; George E. Joy, WRAK, Inc., Williamsport, Pa.; L. Waters Milbourne, manager, WCAO, Baltimore, Md.; Robert M. Richmond, Asst. Mgr., WCAO, Baltimore, Md.; Ames L. Harper, WACB, Kittanning, Pa.; Wm. J. McKibben, WACB, Kittanning, Pa.; A. David Potter, Jr., WNAE, Warren, Pa.; L. W. Williams, WNOW, York, Pa., H. E. Dougherty, WNOW, York, Pa.; John O. Border, WNOW, York, Pa.; Murray Goldsborough, WNOW, York, Pa.; Benedict Gimbel, Jr., WIP, Philadelphia, Pa.; Louis H. Murray, WPAM, & WPAM-FM, Pottsville, Pa.; Lester Etter, WLBR, Lebanon, Pa.; Philip J. Reilly, WLBR, Lebanon, Pa.; Julian F. Skinnell, WLBR, Lebanon, Pa.

Also James M. Murray, KQV, Pittsburgh, Pa.; Clifford M. Chafey, WEEU, Reading, Pa.; K. Richard Creits, WEEU, Reading, Pa.; C. G. Moss, WLTR, Bloomsburg, Pa.; John S. Booth, WCHA, Chambersburg, Pa.; Mr. & Mrs. Robert R. Eyerly, WCNR, Bloomsburg, Pa.; Mr. & Mrs. Ed Darlington, WCNR, Bloomsburg, Pa.; Mr. & Mrs. Joseph M. Cleary, WESB-FM, Bradford, Pa.; John P. Foster, WJAC, Inc., Johnstown, Pa.; John F. Hanssen, WCRO, Johnstown, Pa.; Thomas G. Tinsley, Jr., WITH, Baltimore, Md.; Victor C. Diehm, WAZL, Hazleton, Pa.; Thomas Tito, WAZL, Hazleton, Pa.; Kathryn E. Kabler, WAZL, Hazleton, Pa.; Frank S. Blair, WSCR, Scranton, Pa.; Judge M. J. Eagen, WSCR, Scranton, Pa.; G. Otis Rawalt, WSCR, Scranton, Pa.; Miss Dolly Banks, WHAT, Philadelphia, Pa.; & WINX, Washington, D. C.; William Banks, WHAT, Philadelphia, Pa., & WINX, Washington, D. C.; Mrs. M. E. Magargee, WGBI, Scranton, Pa.; Miss Grace MacKenzie, WGBI, Scranton, Pa.; Mr. & Mrs. George D. Coleman, WGBI, Scranton, Pa.

Also Jack Nedell, WGBI, Scranton, Pa.; David M. Baltimore, WBRE, Wilkes-Barre, Pa.; Louis G. Baltimore, WBRE, Wilkes-Barre, Pa.; Walter J. Rothensies, WSBA, York, Pa.; Robert R. Nelson, WARD, Johnstown, Pa.; Joseph E. Cavanaugh, WARD, Johnstown, Pa.; Leroy Strine, WORK, York Pa.; Clare Miller, WORK, York, Pa.; Harold Miller, WGAL & WGAL-TV, Lancaster, Pa.; James Appell, WGAL, Lancaster, Pa.; J. E. Mathiot, WGAL & WGAL-TV, Lancaster, Pa.; J. Robert Gulick, WGAL, & WGAL-TV, Lancaster, Pa.; Walter O. Miller, WGAL-TV, Lancaster, Pa.; J. Gorman Walsh, WDEL & WDEL-TV, Wilmington; Elwood C. Anderson, WEST, Easton, Pa.; Raymond. A. Gaul, WRAW, Reading; Irvin Howett, WRAW, Reading, Pa.; David J. Bennett, WKBO, Harrisburg, Pa.; Mr. & Mrs. Clair R. McCollough, WGAL, & WGAL-TV, Lancaster, Pa.; Charles R. Petrie, WHWL, Nanticoke, Pa.; Milton Laughlin, WHWL, Nanticoke, Pa.

PICTURE OF THE WEEK



More than a year of continuous negotiations between the TV networks and Ascap was climaxed this week when a five-year contract covering TV use of Ascap music was signed in New York. Signers of the pact were (l. to r.): Fred Ahlert, Ascap prexy; Mark Woods, president of ABC; Lawrence Lowman, CBS vice-president, and Charles R. Denny, executive veepee of NBC.

Muzak To Pipe Perfumers Music For Corday, Inc.

The Muzak Corp. has announced plans for a nationwide promotional tieup with Parfums Corday, Inc., the first in a series of joint promotions.

Nub of the deal is the Corday perfume called "Zigane," (gypsy), around which composer Harry Revel wrote a melody which has been recorded for Muzak by Glenn Osser. "Zigane" will be featured on the night of Nov. 3 on Muzak's dinner music program piped into thousands of restaurants and hotels in the U. S., Canada, Mexico, Hawaii, and Puerto Rico.

Int'l Tele-Film Web Envisioned At REC

(Continued from Page 1)

writer and head of special projects in the United Nations radio division; Pierre Crenesse, North American director of the French Broadcasting System; Thomas Flanagan, managing director, National Association of Radio Station Representatives, and Richard W. Hubbell, consultant and producer.

Keynote of the discussion was set forth by Hubbell, who read a cable from William Moffat, managing director of Associated British-Pathe, who said that the British film industry is going ahead with plans to produce pictures expressly for U. S. video stations. Moffat said that the recent devaluation of the pound would make such production available at a lower price and would, in turn, bring sorely needed dollars into England.

Calls Idea "Challenging"

Corwin said that the idea of exchanging cultural values through TV films is "challenging" and added that the UN "will be glad to offer its help" in the project.

Reporting on TV development in Europe, Corwin said that there are two stations in the USSR, one in Moscow and one in southern Russia. Number of receivers there, he said, is estimated at 50,000.

In England, he said, there are two stations operating and a third under construction, with 50,000 sets in circulation. France has one outlet on the air in Paris and others on the way in Lisle and Lyon, with receivers numbering 6,000. Stations are under construction, he added, in Holland and Czechoslovakia.

Crenesse said that the advanced development of tele in this country opens an entire new market for the French film industry and should prove a helpful adjunct to ECA aid. A goodwill TV network on film, he added, would be a "great step toward international cooperation."

The French broadcaster explained that RDF had held up full exploitation of video until its 819-line screen was perfected. This was done, he said, because the Government did not want to necessitate the use of converters and that the 819-line system permits full color pictures on both medium and large size screens.

Metallurgy

Carl Haverlin, president of BMI and president of REC last year, received a silver lifetime membership card in REC from prexy John Karol at yesterday's meeting. In accepting, Haverlin pointed out that now he is working for the Radio Pioneers, and asked the founder of that group, H. V. Kaltenborn, if he could accept the REC card. Kaltenborn rose to say that it was alright, and that the Pioneers would present Haverlin with a gold card.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

PHILCO AND DuMONT AIDING C.T.I.

TELE TOPICS

ONCE AGAIN we doff our lid to ABC for giving a top-notch writer a free hand in building a TV series—a step which the other webs seem reluctant to take. Several months ago it was Wyllis Cooper's exciting "Volume 1, Numbers 1-6," and now Arch Oboler has come along with his Comedy Theater. We think Cooper's series made several important contributions to the maturity of TV drama; we hope he'll return very soon. After seeing one of Oboler's initial efforts Tuesday nite, we feel that he too is a man the medium sorely needs. . . . "Love, Love, Love" was the title of the Oboler play this week. Beginning with a lecture by an elderly professor on the various definitions of love, program showed the day-dreamed interpretations of these varied meanings by several students. There were six such sequences; one was hilarious, one was very funny, one was funny and the other three continued the descending progression. Oboler was at his best when writing about Hollywood and its people, the funniest sequence being an excellent broad satire on a movie love scene. The honeymoon of two movie stars was next best, we thought, followed by a Tin Pan Alley interpretation, sung by Benny Rubin. . . . An MCA package, program originates in Los Angeles and is seen here on recording, quality of which is as bad as all the other off-the-tube footage. ●

THE FOLLOWING LETTER was received yesterday from John V. L. Hogan, and we are printing it here to obtain the reaction of the rest of our readers to Mr. Hogan's suggestion. "I note in your column, and elsewhere in RADIO DAILY," he writes, "an increasing tendency to contrast 'Video' (or TV) against 'Radio' (meaning AM or FM sound radio). Remembering your efforts to find a good name for sound-on-film recordings of TV programs, I think you might be interested in straightening out the confusion that such use of the terms 'Video' and 'Radio' is bound to cause. Television is radio, just as much as AM or FM is; without radio transmission of sound and pictures, we could not have TV. If you want a different word for AM-FM sound alone, and a term to contrast against 'Video,' why not adopt the good old word, 'Audio'?" ●

ALTHOUGH BUICK IS CANCELLING the Olsen & Johnson show after next week's airer, it still is committed for the time on NBC but is trying to get out of it. . . . Faye Emerson begins a chatter and interview show on WCBS-TV Monday nite for Ansonia, in the seg Diana Barrymore was supposed to have started last week. . . . Leonard Hole, formerly with DuMont and CBS, departed this week for a vacation in Cuba and Jamaica and will announce his future plans when he returns in three or four weeks.

Short-Neck 16″ Tube Developed By RCA

Harrison, N. J.—New 16″ metal picture tube five and one half inches shorter than present kinescopes for 16 inch sets was announced yesterday by the tube department of RCA.

The new kinescope, which will for the first time utilize an RCA "filter-glass," face plate for greater picture contrast, is expected to make possible more compact chassis and more flexible cabinet design in receivers that will be available next year. The new tube designated the RCA-16GP4, will be supplied in limited quantities to makers of receivers in December. Appreciable quantities will be available early next year, company officials revealed.

The new tube, is 17 and 1/8 inches long, which compares to 22½ inches of the present 16-inch tube and 18 inches of the widely used 10-inch utbe.

American Oil To Sponsor Navy-Notre Dame On CBS

The American Oil Company, Baltimore, will sponsor CBS coverage of the Navy-Notre Dame game from Babe Ruth Memorial Stadium, Baltimore, Saturday. Red Barber will broadcast the play-by-play commentary.

Agency is The Joseph Katz Company.

Game will be carried over stations in New York, Philadelphia, Baltimore, Washington, D. C., Boston, Cleveland and Erie, Pa.

Rogers Seg Held Up By Dearth Of Talent

A severe shortage of variety acts that have not been worn out in the public eye through too many appearances on TV, has pushed back the opening of the "Buddy Rogers Showcase" stanza on ABC two months, Mal Boyd, producer of the show, reported yesterday. Originally scheduled to debut Nov. 2, show will not go on the air until Jan. 4, Boyd said.

Decision to postpone the preem was made yesterday, Boyd said, at a meeting between Rogers, Bud Barry, ABC programming veepee, and himself, after three weeks of auditions had failed to unearth enough acts to fill one show. More than 50 acts were seen, Boyd said, adding that three installments had to be lined up before the kickoff.

Most of the more than 50 acts seen, he said, had been seen several times on network shows using the same routine.

On weekends, Boyd said, he and Rogers will travel to cities on the Eastern seaboard in search of talent, with Philadelphia, Baltimore, Washington, Boston and Providence among the first stops.

Rogers, however, will continue his across-the-board AM stanza, "Pick A Date" on ABC.

Arthur Knight Named

Arthur Knight has been appointed chairman of the film, television and radio department of the Dramatic Workshop and Technical Institute at the President Theater, New York.

Now Co-Operating On Direct-View Color Tubes

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday was told that both DuMont and Philco are co-operating with Color Television, Inc., on problems of circuit design and development of direct-view color tubes. The disclosure came from Samuel Burrows Smith, CTI attorney, in response to a question from Commissioner Robert F. Jones concerning the extent of outside aid CTI has sought.

RMA attorney Edward Wheeler appeared to confirm the CTI statement. He said two RMA members "have gone to CTI to help them build a direct view tube."

Possibility that a tube might be ready for the CTI demonstration to the FCC late next month was voiced this week by Dr. George Sleeper, inventor of the CTI system.

Smith said, "our tube expert is here from San Francisco to confer with the DuMont people. Two of Philco's experts will be in San Francisco Monday to confer with our people." DuMont plans to build 20 direct-view color tubes from samples submitted by CTI, a spokesman said—but it is not at all certain that any of these will be ready next month.

Jones again sought to get CTI to bring its equipment here, but the company spokesmen maintained their position that it was not physically possible to do so.

Earlier Col. D. K. Lippincott, for CTI, had declared that the problem of flicker is still not solved in TV, and the objective now is to make the best compromise between flicker and color. Said he, "We are fighting the battle between color resolutions and flicker in all these proposed systems. If you are going to eliminate flicker, you've got so far away you can't see the pictures at all."

Lippincott is expected to conclude his testimony Monday, although he may have to be in San Francisco. If he is not on hand, consulting engineer Frank H. McIntosh will be heard for CTI.

Capehart Sales Up

Dollar volume sales of the 1950 line of Capehart TV receivers were up 314 per cent during September, compared with the same month a year ago, it has been announced by Capehart-Farnsworth Corporation, Fort Wayne, a subsidiary of International Telephone and Telegraph Corporation. Demand for the new line continues unabated, the firm said.

RCA Asks FCC To Postpone Tests Of Color-TV Systems

(Continued from Page 1)

ready for demonstration and the prospect that CTI might be able to participate in comparative tests here were all advanced as reasons. RCA officials said the cross-examination slated for December, need not be held off.

The petition said:

"The only purpose of demonstrations, comparative or otherwise, is to demonstrate to the Commission the principles and operating charcteristics of the color television systems which have been proposed. If a comparative demonstration is to be held and is to accomplish its purpose, the demonstration must be made with apparatus which will fairly reflect the principles and operating characteristics of the various systems, must provide an opportunity for the parties to demonstrate their systems with comparable types of receivers and must provide an opportunity for all proponents of color television systems to demonstrate their systems simultaneously. Unless these basic requirements are met, no useful purpose will have been served. To conduct comparative demonstrations on any other basis would not provide a fair hearing to the parties concerned."

AM-TV EQUIPMENT FM-FAX

Section of RADIO DAILY, Friday, October 21, 1949

New RCA Turntable Set For Audio Fair

A new type studio turntable to accommodate the RCA Victor 45-rpm records as well as standard 33 1/3 and 78-rpm records will be demonstrated by RCA at the first annual United States Audio Fair, being held in conjunction with the Audio Engineering Society's initial annual convention at the Hotel New Yorker in New York, for three days, from October 27 to 29.

The turntable, a new version of the RCA "70-D" studio turntable will be shown linked with a new amplifier and LC-1A duo-cone loudspeaker.

Improved Polaroid Filter

An improved TV filter, the new DeLuxe Polaroid Television Filter with the exclusive "glare-lock" feature, which eliminates all direct and indirect glare from the TV viewing screen, was announced this week at a press conference held at the offices of the Pioneer Scientific Corporation, N. Y. The new filter is composed of six different layers; two of outside protective coating, one on each side, to prevent scratching, two layers of acetate butyrate, one on each side, to give body and rigidity, a linear polarizer to eliminate eye strain, and a new ingredient, a circular polarizer to trap day and night reflections. Prices for the new filter range from $7.50 for 7-inch tubes to $27.50 for 19 and 20-inch tubes.

ENGINEERS—CONSULTANTS

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NEW YORK 20, N. Y.
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A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

TV Sales Training Program Launched By DuMont Labs.

An unusual merchandising and sales training program is currently being undertaken by Allen B. DuMont Laboratories, Inc. as well as an intensive six week's sales training drive, which commenced this week. Announcement of this new program was made by Walter L. Stickel, national sales manager for the TV receiver sales division of the DuMont organization.

Statement By Stickel

Stickel told a press gathering that "television has grown so rapidly that manufacturers just haven't had the time to train salesmen at the retail level adequately. The result has been that the consumer has been confronted with some pretty weird tales at his local store.

"This training plan is the most comprehensive we have seen. It approaches sales problems at the consumer level, translating the technical into layman language."

The plan, prepared by Buchanan and Company, DuMont's advertising agency, under the supervision of their advertising sales departments, is the result of more than 10 months of intensive research in the field.

The Sales Training Unit consists of a 52-page master easel, 18 x 28" in three colors which will be demonstrated at regional, distributor and retailer sales meetings.

In explaining the plan, Stickel stated. "People buy television receivers for five reasons—Name-or Reputation, How The Set Looks, How It Performs, Its Features and Price. This sales training plan which we have worked out gives salesmen specific facts to cover all of these points to make the sale."

Booklet Prepared

At the conclusion of each meeting, all those present will receive a pocket-sized 64-page booklet which will contain the essence of the sales information contained in the easel, as a handy reference.

PRODUCTION PARADE

Motorola TV Sales Soar

An all-time high in TV set sales, quadrupling 1948 figures, was achieved by Motorola, Inc. in September, W. H. Stellner, vice-president in charge of merchandising, reported this week. Dollar volume sales of the Chicago firm's 1950 line of video sets were up 424 per cent over the same period for 1948. Unit sales were running at a rate of 403 per cent greater than sales in September, 1948, with no slackening in sight.

Andrea Distrib. For Northern N. J.

Lynn Eaton, general sales manager of the Andrea Radio Corp., has announced the appointment of Igoe Bros., Newark, N. J., as exclusive Andrea distributor for Northern New Jersey, and Orange, Rockland and Richmond Counties of New York State. A series of sales and service training meetings were held at Igoe Bros. following the announcement of their appointment as distributors.

New Sylvania Germanium Diodes

Germanium crystal diodes that are more compact, moisture-proof and enclosed in hermatically sealed glass cartridges have been announced by George C. Connor, general sales manager for the Electronics Division of Sylvania Electric Products, Inc.

The new crystal diodes are available in two types: IN34A, a general diode, and 1N58A, a hundred-volt diode.

Admiral Adds To TV Line

Admiral Corporation has announced production of 3 new video receivers, to round out its current line. Model 24X15, a TV-radio-phonograph combination, retailing at $299.95, a console, Model 20X145, with 12½" screen at $279.95 and Model 20X136, a wood table model, with 12½" screen to retail at $249.95. All receivers are equipped with Admiral's new exclusive Built-In Directional "Roto-Scope" Antenna.

To Install G. E. Antenna

A 12-bay super-gain TV antenna, one of the largest ever built, has been sold to WHAS-TV, Louisville, Ky., by G.E.'s Transmitter Division. The antenna weighs four tons and is 86 feet long. Electric power equivalent to that used in a dozen average homes will be required to keep ice from forming on the antenna in the winter.

Film Prod. And TV Equip. Catalog

S. O. S. Cinema Supply Corporation, New York, is about to release a new catalog, entitled "Sturelab 8A" on Film Production and TV Equipment. The new volume will list approximately 1,600 items, with about 200 photographs, totaling 88 pages, embodying every type of Film Production Equipment that is required in producing motion picture and TV films. Free copies of the new catalog may be obtained by writing S. O. S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

TV Film Camera Has Video Pre-Amplifier

A new television film camera, featuring a new video pre-amplifier and other improvements is now available for commercial use, according to Walter M. Boland, western district manager of General Electirc's Electronics Department.

The video pre-amplifier in the new film camera (Model 4PC2B2) is sturdier, simpler and more accessible than previous units, he said, and is also available for modernization of existing GE TV film cameras.

Virtually free of microphonics, the pre-amplifier has excellent transient response and is free from objectionable overshooting, according to company engineers. One of its main features is the simplicity of alignment since only three speaking circuits have to be adjusted. All electrolytic capacitors in the pre-amplifier are hermetically sealed and are of the "plug-in" type. The latter feature permits easy replacement of capacitors and rotation of spare capacitors—thus prolonging their life.

1st Microwave Installation

The first actual installation of microwave radio equipment on a power system in this country was recently placed in operation on the Pennsylvania Electric Company system. Westinghouse Type FB microwave equipment is used.

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BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 15 NEW YORK, MONDAY, OCTOBER 24, 1949 TEN CENTS

TV RECEIVER SALES REACH NEW HIGH

FMA Seeks Assistance In Killing New Tax

Washington Bureau of RADIO DAILY

Washington—FMA called upon its membership the past week to seek aid from Congress toward lifting of the Treasury regulation imposing a new ten per cent excise levy on TV sets equipped with a continuous FM band. The association saw this ruling as "the first step by the Federal government to tax other component parts of TV receivers whether radio equipped or not."

Only real possibility of killing the new tax is through Congressional

(Continued on Page 2)

Chesapeake Newsmen Elect New Officers

Denis Sartain, news chief of WWDC, Washington, has been elected president of the Chesapeake Press-Radio Association, succeeding William Hardy, new director of WFMD, Frederick, Md. The group includes broadcasters in Maryland, Virginia and the District of Columbia.

Elected first and second vice-presidents respectively at the meeting last week were Matthew Warren, program director of WEAM, Arlington, Va., and Fred Hinkle, news editor of WCUM, Cumberland, Md.

GE Earnings Off 19% From Last Year's Figure

Schenectady, N. Y.—General Electric Company's consolidated operations for the first nine months of 1949 resulted in a 19 per cent drop in net earnings from last year's figure, president Charles E. Wilson

(Continued on Page 2)

Linguistic Tenor

Miklos Gafni, a newly-discovered dramatic tenor who has been guesting on radio and TV shows, will use three of the seven foreign languages he knows when he is interviewed on programs, 9:30 a.m.-12:15 p.m., Oct. 26, over WHOM, foreign-language station in New York. He will appear on German, Jewish and Italian shows.

Expose?

Paul Raibourn, vice-president of Paramount Pictures, Inc., and president of Television Productions, Inc., will discuss "Television—Now and Hereafter," at the first fall meeting of the American Television Society at the Park Sheraton Hotel tomorrow night. Pressed for further explanation of the subject matter of Raibourn's talk a spokesman for ATS said: "he will expose the deep-dyed machination which have tied up television, and will tell why television stocks went up in the Stock Market last week and how far they will go." Raibourn is non-committal on the content of his TV speech.

WJZ Completes Plans For Election Coverage

WJZ and WJZ-TV, on Nov. 8, will concentrate its local and state election night radio and television coverage in the large new studio, "TV-1," in ABC's Television Center, New York City, it has been announced, along with other details, by Thomas Velotta, the net's v-p in charge of news and special events.

The studio, which measures 50x100

(Continued on Page 3)

SESAC-KOTA Dispute Settled; New Pact Signed

Sesac, the music licensing firm, has announced the settlement in its favor a dispute with KOTA, Rapid City, S. D., over performance fees,

(Continued on Page 3)

Over 2 Million Sets Being Manufactured This Year; Holiday Trade Will Exhaust Dealer Stocks

Receiver sales and production are at an all-time high, with demand still exceeding supply, a check of major manufacturers revealed yesterday. It had been expected that the FCC hearings on color and the attendant publicity would influence many persons to postpone purchase

(Continued on Page 7)

First Run Film Airing Set For Phonevision

Chicago—Zenith Radio Corporation in the next few weeks will inaugurate a daily Phonevision telecast for ninety straight days utilizing ninety first run films from top Hollywood film companies. A Zenith spokesman emphasized that these will be first run class "A" films and not old films or reissues or so-called "B" product. The spokesman de-

(Continued on Page 7)

President Names Doherty To Geneva Conference

President Truman has named Richard P. Doherty, NAB employer-employee relations director, one of two management representatives on the U. S. delegation to the International Labor Office Conference in Geneva this week. The agenda will include discussions of employment

(Continued on Page 2)

Telephone Sleuthing Pays Off On Newscast

Cincinnati—Tom McCarthy, news director of WKRC, demonstrated the direct approach in news gathering last Wednesday when he hooked up his wire recorder and several

(Continued on Page 8)

AFA Drive Stresses Advertising Benefits

The Advertising Federation of America's current public relations campaign, released in New York yesterday, is built around the idea that advertising lowers, rather than raises, the cost of most products which are advertised.

The campaign, aimed at promoting "a better public understanding of advertising," is produced cooperatively by six major industry groups,

(Continued on Page 3)

WKAT Offers UN Visit As Essay Contest Prize

Miami Beach, Fla.—Paul Kingsley, WKAT commentator, is conducting an essay contest in cooperation with the United Nations Institute on the subject of "Formula For World Peace."

The youngster who writes the

(Continued on Page 2)

Today Is United Nations Day; Radio Accomplishments Noted

The achievements of the United Nations Radio Division from its inception in 1946 up to the present are summarized in a 16-page report prepared by the Division's executive staff, and made public today in connection with United Nations Day observance.

Each week, the report points out, about 100 hours of broadcasting are originated at Lake Success; this figure is greatly increased when the General Assembly is in session. It does not include the many hours of UN proceedings carried by individual stations, and networks, or re-broadcasts of recorded meetings and interviews.

The Radio Division is broken down into four operation sections—European and Middle Eastern, Latin American, Trans-Pacific, and English Language. European and Mid-

(Continued on Page 8)

What's Buzzin'

New Brunswick, N. J.—Football fans following the Rutgers games over a local station complained that often the noise of roaring motors, as of planes divebombing the field, almost drowned out the broadcasts. Investigators found that the "planes" were a family of wasps, who had set up housekeeping in a corner of the stadium's broadcasting booth.

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

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Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8½	8⅛	8⅜	+ ⅛
Admiral Corp.	28⅜	28	28	— ⅛
Am. Tel. & Tel.	144⅜	144	144	— ⅜
CBS A	24½	23½	24⅜	+ 1⅜
CBS B	24½	23⅜	24½	+ 1¼
Philco	30⅛	30	30	— ¼
Philco pfd.	81½	81½	81½	.....
RCA Common	13	12¾	12⅞	— ⅛
RCA 1st pfd.	72	72	72	+ ½
Stewart-Warner	12⅝	12½	12½	— ⅛
Westinghouse	29⅜	28¾	29¼	+ ⅜
Westinghouse pfd.	99	98¾	98¾	— ¼
Zenith Radio	29¼	28½	28½	— ¾

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14⅝	14¼	14⅝	+ ⅝
Nat. Union Radio	3	3	3	.....

OVER THE COUNTER

DuMont Lab.	14⅜	15⅜
Stromberg-Carlson	13	14¼
U. S. Television	⅜	⅝
WCAO (Baltimore)	16	.....
WJR (Detroit)	7¾	8¼

☆ COMING AND GOING ☆

PIERRE CRENESSE, director of the French Broadcasting System in North America, and CLAUDE VILLEDIEU, diplomatic correspondent for RDF now working with the UN, left on Saturday for Louisiana, where they'll tape recording for rebroadcast in France.

J. LEONARD REINSCH, managing director of WSB, Atlanta, paid a call late last week at the offices of NBC, with which the station is affiliated.

BERT WOOD, program manager of RCA Recorded Program Service, is back from Hollywood, where he directed the latest Tex Beneke recording data for Thesaurus.

CONNIE DESMOND, Columbia network sportscaster, has returned from Ann Arbor, where on Saturday he broadcast the game between Michigan and Minnesota.

DOROTHY HEALEY, secretary to Walter Scott in the sales department of NBC, spent the week-end in Boston.

HANLEY STAFFORD, the "Daddy" to Fanny Brice's "Baby Snooks," arrived in New York Friday following a vacation in Europe. Show returns to the air November 8.

TONY MARTIN and his wife, CYD CHARISSE, arrived in New York by plane last Thursday. They'll spend a few days here, then will open an engagement on Wednesday at the Latin Casino in Philadelphia.

EDGAR BELL, of Oklahoma Publishing Co., operators of WKY, Oklahoma City, was welcomed last week at the headquarters of NBC, of which WKY is an affiliate.

ROBERT J. BURTON, vice-president of BMI in charge of publisher relations, has returned from Pinehurst, N. C., where he attended the meeting of District 4, of the NAB.

ANNE C. BALDWIN, publicity director of WOV, is expected back today from a short trip to Baltimore and Washington.

KATHERINE STEFFAN, an entertainment highlight on WHIO-TV, Dayton, Ohio, is visiting in New York.

EARLE C. ANTHONY, president of KFI, Los Angeles affiliate of NBC, visited last week at the headquarters of the web.

JEFF CLARK, new "Hit Parade" singer on NBC, has returned from the Tobacco Bowl Festival.

VICKEY CORREY, educational director of KDKA, Pittsburgh, who made a three-month tour of Europe for the UN last summer, is here to attend today's ceremonies at UN headquarters.

HORACE HEIDT AND HIS PROGRAM personnel broadcast yesterday from the Municipal Auditorium in Kansas City, Mo.

MOREY AMSTERDAM will leave tonight for Toronto, where he will emcee the annual charity show of the Herzl Zion Club.

THE MARINERS, quartet featured on Arthur Godfrey's radio and video programs, last Wednesday were in Philadelphia, where they entertained at Convention Hall in connection with the kick-off of the Community Chest fund campaign.

FMA Seeks Assistance In Killing New 10% Tax

(Continued from Page 1)

action, FMA said on the basis of conversations last week with Internal Revenue Bureau officials. As yet, the government officials admitted, they did not know just how they would evaluate the taxable portion of TV sets with FM bands.

President Names Doherty To Geneva Conference

(Continued from Page 1)

and wage conditions and performers' rights in radio and TV, technological changes within the industry and their effect upon employment, and other problems of importance to the industry.

Announcer Joins WDSU

New Orleans, La.—Bob Trebor, former chief staff announcer of WVET, Rochester, has been added to the WDSU Broadcasting Services announcing staff.

GE Earnings Off 19% From Last Year's Figure

(Continued from Page 1)

announced Friday. The totals were $67,612,879 this year, against $83,893,459 in 1948.

Said Wilson: "This decrease in earnings was due in part to the fact that in the quarter just closed there was no counterpart of the special dividend of $6,525,310 which was received in September, 1948, in connection with the liquidation of G. E. Employees Securities Corp." He added, however, that the drop in earnings was due principally to frequent changes in GE's production schedule which were made in a "futile" effort to keep pace with erratic market conditions.

WKAT Offers UN Visit As Essay Contest Prize

(Continued from Page 1)

best essay on this subject will get a round-trip to Lake Success with all expenses paid, and will be accredited by the State Dept. to the UN General Assembly as an official observer. Upon his return to Miami Beach, the prize-winning youth will be interviewed by Kingsley on his "News At Noon" over WKAT.

Beg Your Pardon

It was incorrectly stated in a recent issue of RADIO DAILY that Gilchrest-Spriggs & Co., Boston, was the agency handling radio and television advertising account of Durkee-Mower, Inc., Boston candy manufacturer. The agency is Harry M. Frost, Inc., and the account executive is Carl Frost. Gilchrest-Spriggs are public relations representatives for the candy manufacturer.

DO YOU WANT A GUEST ON YOUR PROGRAM WHOSE OCCUPATION IS GIVING AWAY $3,000,000,000.

Write: ARTHUR E. LINKER, 515 Madison Ave., N. Y. 22, N. Y.



Smart Sparrow

Bird experts say that this is not the normal way for a sparrow to take a nap. But this smart little sparrow is happy as a lark on the special bed made for him by the kind lady who adopted him.

If you're a time buyer, you can be happy as a lark about radio advertising in Baltimore. It's so simple! Although there are many stations, there's just ONE BIG BARGAIN BUY.

..And that buy is W-I-T-H, the *big* independent with the *big* audience. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means that just a LITTLE money goes a LONG way on W-I-T-H.

So if you want to be happy as a lark about low-cost radio results in Baltimore, use W-I-T-H. Call in your Headley-Reed man and get the full story today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

AFA Drive Stresses Advertising Benefits

(Continued from Page 1)

including the NAB's Broadcast Advertising Bureau.

The campaign committee is headed by Ralph Smith, executive vice-president of Duane Jones Co., and includes: Norman Boggs, general manager of WMCA, New York; Fairfax M. Cone, of Foote, Cone & Belding; Sally Woodward, of Flanley & Woodward; Vernon Brooks, director of Scripps-Howard Newspapers; Frederic R. Gamble, president, AAAA; Monroe Green, advertising director, The New York Times; Anthony La Sala, production manager, Geyer, Newell & Ganger, Inc.; Albert L. Morse, advertising director, Goodall Fabrics, Inc.; Henry Obermeyer, vice-president, Bozell & Jacobs, and Art Stein, promotion manager, Newsweek.

SESAC-KOTA Dispute Settled; New Pact Signed

(Continued from Page 1)

which was the subject of a lawsuit by Sesac and a countersuit by KOTA.

The music firm charged in a South Dakota court that the station had failed to pay assessed fees for use of Sesac music. KOTA, in its countersuit, claimed it had been coerced into signing a Sesac license, although it "neither needed nor used Sesac music. Settlement was reached on the following basis, according to Sesac: KOTA has paid all of the arrears for which Sesac sued, and has entered into a new long-term license agreement with Sesac; KOTA has acknowledged in writing that its previous license contract with Sesac was made by the station of its own free will, and that Sesac has fully lived up to the terms of the agreement.

Supreme Court On Dec. 5 To Hear WGST vs. SBI

Washington Bureau of RADIO DAILY

Washington—The Supreme Court agreed yesterday to hear the appeal of WGST, Atlanta, from a Georgia State Court award of $145,000 to Southern Broadcasters, Inc., management firm which had run the station under contract with the regents of the state's university system until the FCC stepped in and refused to renew the license. The WGST position is that it could not live up to the contract because to do so would mean loss of its license.

Hearing is scheduled Dec. 5.

APARTMENT

One of New York's finest apartments. Midtown overlooking Hudson. 8 very large, unfurnished rooms; 3 baths—$350.00 per month.

Call WIsconsin 7-1526 between 10:30 a.m. and 6 p.m. weekdays.

★ THE WEEK IN RADIO ★

Radio Cited As Industry's 'Bread & Butter'

By AL JAEGGIN

RADIO'S future security and rising popularity, in the face of a continued growth of television, was reaffirmed during the week by both statistical reports and speeches, one of which characterized standard commercial broadcasting as "the bread and butter of mass communications."

This reminder of radio's continued growth as "breadwinner" was contained in an address delivered by Robert E. Kintner, executive v-p of ABC, at a luncheon of the Advertising Women of New York. He declared that standard broadcasting is completing the most successful year in history and faces steady expansion in the foreseeable future.

Since the vast majority of radio homes are in non-urban areas untouched by TV, according to A. C. Nielsen, standard broadcasting in rural areas is not affected by the newer medium. In announcing a new Nielsen service, "Home-Using-Television," he expressed the belief that areas, where radio is untouched by TV, have been neglected, and if such "misconceptions" were to continue, "many millions may be wasted in advertising and tremendous damage may be done to the financial interests of those who have a stake in radio."

A 46-page study prepared by Free & Peters, station reps, emphasized the "mobility" and "flexibility" of spot radio as an advertising medium. The study is entitled "Spot Radio Costs Less Today." . . . A special testimonial of radio's selling power came from a Wilmington, Del., builder, Gordy & Son, Co., which sent a letter to WTUX declaring: "Four out of every five sales were directly traceable to radio advertising" on the station. . . . A growing awareness on the part of politicians, of radio's influence on home listeners was indicated in a special RADIO DAILY survey which showed that New York and New Jersey political parties are taking to the air in unprecedented numbers as the November elections approach. Both radio and TV stations in eastern areas are cashing in as never before on the local and state political campaigns.

Radio's strength as a nation-wide medium for reaching millions of people was shown in a joint research project of the Mutual Broadcasting Co. and Crosley, Inc. Their report on home radio listening during the World Series disclosed that 54.6 per cent of all American radio homes were tuned to the baseball classic on Oct. 9 and that the average rating for the series was 37.9. . . . A similar story is expected today, UN Day, when an estimated radio audience of 50,000,000 persons will be tuned to the official cornerstone laying of the new UN building on New York's East Side. . . . Today's fourth anniversary of the United Nations Charter will be saluted by radio and television stations throughout the country via special programs, spots and music, prepared by industry-wide organizations. America's salute to UN Day will be shortwaved to all points of the globe.

Successful commercial radio within the United States is being used as the pattern for developing "free" radio in South America, Goar Mestre of Cuba, president of the Inter-American Assn. of Broadcasters, the AIR, told RADIO DAILY. The organization's traveling envoy, Lorenzo Balerio Sicco of Uruguay, reported that private broadcasters' associations have been established in six South American countries as part of the AIR. . . . In the event that two Latin American countries, Cuba and Mexico, do not live up to the NARBA provisions, President Truman and the State Department have been asked by the NAB's district 4 to be ready to impose "sanctions" so as to protect the wave lengths of United States stations.

WJZ Completes Plans For Election Coverage

(Continued from Page 1)

feet and has a 45-foot ceiling, will provide "complete mobility for video cameras, announcers, newscasters, writers and technicians and, at the same time, afford ample space in which to operate the nerve center of the vast network of special lines, cables and batteries of teletype machines which ABC will employ that night for both radio and TV, Velotta said.

WJZ To Stay On Air

Both WJZ and WJZ-TV will remain on the air to cover the voting until the major contests have been won. John T. Madigan director of news for ABC, will direct both the radio and video activities.

'Swing' Time Extended

"Afternoon Swing Session" on WWRL, New York, starring Phil Gordon as disc jockey, has been extended 25 minutes daily, Monday through Saturday. The show is now heard 4:05-5:30 p.m.

the nation's most *distinguished* flight



"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood*," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES



c-o-u-n-t t-h-e h-o-u-s-e

The measure of a hit is the length of the line at the box office — not the pre-opening claims of the producer.

Now that the season has started, a count of the house shows NBC with:
top network billings... most sponsored hours

...most nearly sold-out schedule in radio.

The pay-off is always at the box office— and here's why the obvious preference is for NBC: strongest station lineup in radio... largest audience in advertising.

NBC

America's No. 1 Network
a service of Radio Corporation of America

LOS ANGELES

By ALLEN KUSHNER

WALTER McCRERRY, president of Walter McCrerry, Inc., left on October 19th for Chicago to discuss national advertising and promotional campaign with the producers of Shipstads & Johnson Ice Follies of 1950. McCrerry retained his affiliation with the Ice Follies when he recently purchased controlling interest in the firm of Smith, Bull & McCrerry. He has been associated with Ice Follies for past 14 years.

Dr. Lyman Bryson, CBS counselor on public affairs, has been named chairman of the technical committee on communications for the Midcentury White House Conference on Children and Youth, to be held the week of Dec. 3, 1950 at the Executive Mansion in Washington. Dr. Bryson also was named to the executive committee for the conference.

Guy della Cioppa, who's associate director of network programs here for CBS, tells me that Phil Cochran (basis for the wartime "Terry and the Pirates" Air Force colonel) cut an excellent audition of "Air Commando" here over the weekend. della Cioppa says all hands, including writers Gil Doud and aul Dudley and producer Norman MacDonnell, earned bows for a good platter.

Bruce Dodge after almost ten years as Biow producer on "Take It Or Leave It," severed ties with the program last week to open a television packaging office in partnership with Bob Hawk. Edward Feldman, newly-assigned producer, is now editing the two Eddie Cantor shows which were taped at NBC Sunday, Oct. 16. In New York, Feldman worked on the "Counter Spy," "Big Sister," Milton Berle and Henry Morgan shows.

Lever Brothers, N. Y., through the Ruthrauff and Ryan Agency, New York, has contracted to sponsor the last half of the Monday thru Friday "Breakfast in Hollywood" show starring Jack McElroy as emcee over the entire coast to coast network of the Canadian Dominion network starting Monday, Oct. 31.

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of

TELEVISION OWNERS

in all important TV markets.

$18.75 per M names, addressed on your envelopes

DUNHILL

INTERNATIONAL LIST CO.

565 Fifth Avenue, N. Y., PLaza 3-0833



Mainly About Manhattan. . . !

● ● ● **WEEK-END CUFF NOTES: Faye Emerson replaces Diana Barrymore tonight on latter's scheduled TV debut via CBS. Series is sponsored by Ansonia Shoes and produced by Hardie Frieberg. . . . Elsa Maxwell readying her own TV session. . . . Roger Kay Enterprises, new video producing unit, signed with Gen'l Artists Corp. . . . Earl Wilson who seems to get better with every air appearance, guests on Roberta Quinlan's stanza on the 27th. . . . With Aly Kahn reported buying into a network, Peter Donald imagines he'll wind up sponsoring "Pasha Faces Life." . . . Danny Hollywood now associated with Frank Cooper. . . . Opportunity doesn't knock these days, contends Jack Perlis. It rings the phone and asks silly questions. . . . Manhattan Seen-ery: At the Town House, two larks giving each other a friendy "Pat"—Patricia Morrison and Patrice Munsel. . . . Leo DeLyon wonders if "Touch and Go" is a story about a B'way panhandler. . . . Gene Schoor drops the col'm a line to remind us that he's with the new Joe DiMaggio show as sports director. Will Rowland has secured the rights to the famed Jimmy Dale mystery stories.**

☆ ☆ ☆ ☆

● ● ● Radio can be mighty proud of Arnold Moss. Last week Brooks Atkinson, of the Times, described his portrayal of the stuffy fop in "Twelfth Night" as "the greatest Malvolio of our time." And Photoplay crowns Moss with "Best Performance of the Month" for his villianous role in Eagle-Lion's film, "The Black Book."

☆ ☆ ☆ ☆

● ● ● **PASSING BY: Martin Begley, NBC-TV casting director—one guy who's never too busy to see all comers. A rare quality for any TV exec, as any performer knows only too well. . . . Jackie Jordan (Miss TV of Calif.) who's not only a looker but has plenty of dramatic talent as well. . . . Gene Pope, Jr., at 22, one of the youngest station managers in the country, if not the youngest. An MIT grad, he's also editor of Il Progresso, biggest Italian language daily in the U. S. . . . Jeff Clark, new Hit Parade singing star, who lost his luggage while at the Tobacco Festival in Richmond, Va., and hadda borrow tux, shoes, etc., from visiting newspapermen. (Danton Walker loaned him his tux).**

☆ ☆ ☆ ☆

● ● ● OUR HAT'S OFF DEP'T: Monica Lewis' Decca platter of "My Own, My Only, My All," the big plug tune from "My Friend Irma." . . . Sonny Howard's song impressions. . . . Ruth Duncan's keyboard magic at the Town House. . . . Arthur Van Horn's Sunday night "Heart Beats in the News" sessions via WOR—loaded with vitamins. . . . Tony Bavaar's singing on WJZ's "Moods in Melody." . . . Nellie Lutcher at the Paramount. . . . Morton Downey's crooning over WCBS-TV during the Al Smith memorial dinner.

☆ ☆ ☆ ☆

● ● ● **Sammy Kaye is holding daily rehearsals whipping his "So You Want To Lead A Band" series into shape for television. Three ad agencies have shown interest in the stanza and Kaye is readying a 'dry run.' The bandsman would prefer putting the show on film, but if Petrillo delays his okay on the use of music on filmed TV shows, he's prepared to do the program live out of N. Y., or any other city connected with the cable.**

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Maurice Dreicer in San Francisco lining up a new video series. . . . Xavier Cugat topped Vaughn Monroe's all-time attendance record at Philly's Click club. . . . WWRL sportscaster, Jocko Maxwell, rounding out his 20th year in radio.

CHICAGO

By HAL TATE

IT'S a baby girl for the Bill Putnams. He's prexy of the Universal Recording Corp. Their first child was a boy and the new Putnam offspring, born Monday night at Ravenswood Hospital, will now be able to join her older brother in boy-and-girl duets for Universal Record release.

Bernie Lewis was in town this week to arrange for the appearance of Father James Keller on Don McNeill's "Breakfast Club." Founder of the Christophers, Father Keller is the author of "Three Minutes a Day" and the recently published "You Can Change the World," both published by Doubleday.

Howard Stebbins, WAIT engineer, is recording leading Chicago sporting events at the request of various eastern stations.

Hugh E. Davis, executive v-p at Foote, Cone and Belding, revealed at the Chicago Radio Management Club at the Tavern Club Wednesday, that he was one of the partners with Bob Hope on the deal last winter to buy WHAS. Hugh revealed that while the asking price was 2 million dollars, the actual investment was $675,000. He said the differential in purchase price was for the valuable franchise.

EMCEES...

and Beginners

Want to go places in Radio, Television?

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FREEMANTEL

System of Voice Control

In your own home, only 15 minutes a day, you can now make your voice rich, vibrant and chockfull of personality. Hundreds of stars of stage, screen, radio have won success with this amazing method.

The cost is moderate, you can pay as you learn.

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New York 19, N. Y.

Please send me FREE book on Freemantel System of Voice Control.

NAME .....

ADDRESS .....

CITY ..... ZONE.....

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 24, 1949 — TELEVISION DAILY is fully protected by register and copyright

RECEIVER DEMAND AT NEW HIGH

TELE TOPICS

AFTER A STEADY DIET of anti-TV pills rolled by the New York sportswriters, it is refreshing, to say the least, to run across the following lines from H. G. Salsinger's column in the Detroit News: "Any fear that television would wreck professional baseball can now be abandoned. . . . One-half of Detroit's home games were televised this year and, what did the telecasts do to attendance at Briggs Stadium? The answer is in the books. An all-time record of 1,821,204 paid admissions. The radio and television sponsor can claim at least part of the credit for the increase. The broadcasts and telecasts of the Tigers home games under the sponsorship of the Goebel Brewing Co. created new customers. Harry Heilmann's explanations of plays, his discourses on fundamentals and strategy, and his anecdotes, are entertaining as well as educational. The baseball people may be unwilling to credit radio and television for the increased attendance, but they certainly cannot say that these mediums cut gate receipts."

•

MARY PICKFORD, Buddy Rogers and Mal Boyd have formed a new package firm, PRB, Inc., with offices in the penthouse at 745 Fifth. Also planned is personal management of AM-TV personalities. Miss Pickford, who is co-owner of United Artists and owns a majority interest in the Samuel Goldwyn studios, has applications on file with the FCC for three stations in North Carolina. Fourth director of the new firm is Paul O'Brien, of O'Brien, Driscoll, Raftery and Lawler. . . . First public showing of the recently discovered Bible scroll said to be 1,000 years older than any previous record occurred Friday nite on the Camel News Caravan over NBC. The Archbishop of Jerusalem and Luther Evans, Librarian of Congress, appeared on the show with the scroll. . . . The N. Y. Paramount theater will pick up the network pool of the UN cornerstone ceremonies on its large screen this afternoon.

•

CBS IS DROPPING "Sugar Hill Times" and will replace the all-Negro revue with "Romance," a dramatic series produced and directed by Robert Stevens, who also does "Suspense." Show will be aired every other Thursday, 8:30 p.m., alternating with "Inside USA," beginning Nov. 3. Lilli Palmer will guest on the preem. . . . Guy Griffen, formerly general manager of WSSB, Durham, has joined the sales staff of WMAR-TV, Baltimore. . . . Hour-long pickup of the International Livestock Exposition in Chicago Nov. 29 will be sponsored on NBC by Allis-Chalmers, through Bert S. Gittins agency. Everett Mitchell will describe judging and selection of the grand champion steer.

6-10 Feet Declared Best Viewing Distance

Viewing distances of six to ten feet is generally comfortable and practical for receivers with 15 to 19 inch picture tubes, Dr. Theodore H. Conklin, president of the New York State Optometric Association, said today.

Dr. Conklin disclosed that scientific findings show the ideal viewing distance for most people is six to ten feet, and that large screen pictures present the ideal for viewing at that distance.

"It is twice as easy to see a fifteen- or nineteen inch picture from that distance as a ten-inch picture," he said. "The visual angle is twice as great and therefore the size of the optical image to the human eye is doubled.

"It is fallacious to think that large screens require viewing from distances of no less than twenty feet as many people believe," he declared. "Moving back farther than ten feet forces the eye to look at an optically smaller image. It is a physical law that the larger the visual target, the easier the visual perception."

WOC-TV, First Iowa Sta., To Make Nov. 1 Debut

Davenport—WOC-TV, first station in Iowa and the Quad-Cities, will start programming on Nov. 1st, it was announced by manager Ernie Sanders.

TV Box Score

On the air	87
CP's	26
Applications	351

First Run Film Airing Set For Phonevision

(Continued from Page 1)

clined to state which film companies had sanctioned the use of their first run films for this test but it is known that Eugene F. McDonald, president of Zenith, has huddled with Top Hollywood executives including Spyros Skouras, president of Twentieth Century-Fox, and William F. Rodgers, vice-president in charge of sales for Metro-Goldwyn-Mayer.

Phonevision attachments are being installed in three hundred homes in the Chicago area. Viewers will pay for their first run films although cost details have not yet been worked out. It will probably run around three dollars per set per night. Set owners, who will pay for the privilege of viewing top Hollywood first run product, will merely call the telephone company informing the phone firm that they want to see the pictures. The phone company's "unscrambler," which is connected to the Phonevision set at home, is switched on and the viewer sees a clear image. Set owners not using Phonevision will only see a blurry, rapidly moving image on the screen.

The Week In Television

Three Networks Sign Ascap Contract

After more than a year of negotiation, three networks—ABC, CBS and NBC—and Ascap signed a five-year contract covering TV use of Ascap members' music on a blanket basis, with rates ten per cent higher than those for AM. Discussions continued, however, between Ascap and those stations desiring a license on a per-program basis. . . . Color Television, Inc., took the stand at the FCC hearings and revealed that it is working with DuMont and Philco on problems of circuit design and development of direct-view color tubes. . . . The Commission announced that it will do its own testing of color receivers and asked RCA, CBS and CTI to submit models for testing by FCC staffers. . . . Organization of TV Authority will be proposed at a meeting of the 4-A's board Oct. 26. . . . Laboratory development of a new pickup tube with the sensitivity of the human eye was disclosed by Dr. V. K. Zworykin, v-p of RCA Labs. . . . FCC's proposed report on interconnection aspects of AT&T relay lines was sharply attacked in statements filed with the Commission by Western Union and DuMont. . . . Skiatron Corp. became another starter in the color sweepstakes, charged that the "additive" system of RCA and Columbia were obsolete and that its own "subtractive" system was the ultimate in color video. . . . Andrew Jaeger, film director of WABD, was elected board chairman of National Television Film Council.

Sales Up Despite Color Hearings, Mfrs. Report

(Continued from Page 1)

of a receiver for fear it soon would be obsolete, but without exception the manufacturers report not a decrease, but a sharp increase in sales.

(Scope of the rapidly expanding TV circulation was revealed by market research studies by General Electric Co., Newark. Total of 5,600,000 sets in use by the end of next year was indicated, with 19,300,000 receivers five years from now, the firm said.)

Although individual production figures are closely guarded by each manufacturer, it is the consensus that the entire industry will exceed the production goal of 2,000,000 receivers set at the beginning of the year, with some estimates placing the expected total at around 2,300,000.

This is normally a period of accelerated activity — sales between September and Christmas usually account for about 36 per cent of the year's total—but with virtually no exceptions demand has been so great that all manufacturers have been forced to allocate shipments.

When queried about any possible effects on sales of the color controversy, the manufacturers replied that none has been noticeable whatsoever, and that sales are considerably ahead of last year.

General tone of the replies was one of extreme well-being. "Sales have never been this good," said the sales manager of one of the major producers. "Demand is way ahead of a fantastically good supply," was the reply of another major manufacturer. Present demand for sets is the "greatest in the history of the industry; we can't keep production up with it," said a third.

Besides the seasonal upturn, lower prices are a main reason for the run on sets. Prices are generally a third lower than they were a year ago, and in some cases have been reduced almost 50 per cent.

In addition, better programming has brought about a general acceptance of the medium. "Video has moved out of the novelty class," a manufacturer said, "and now is something that everyone feels he must have."

KPHO-TV Starts Nov. 27

Phoenix, Ariz.—KPHO-TV, owned by Phoenix Television, Inc., and managed by Rex Schepp, has set November 27 as the day upon which it will begin operations.

AGENCIES

BENTON & BOWLES, INC. has announced the resignation of Robert W. Buckley from his post as business manager of the agency's radio and television department, effective Nov. 15, in order to rejoin the Ludlow Typograph Co. of Chicago as special assistant to the general sales manager.

Buckley has been a sales executive for Ludlow for some years before re-entering the advertising and radio fields. Prior to joining Benton & Bowles, he had been media director and an account executive at Dancer-Fitzgerald-Sample and assistant network sales manager for CBS in Chicago.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of Roy M. Marshall to its traffic control staff in the Detroit division.

KENNETH M. PARKER, formerly with WBBM, Chicago, and other midwestern and western stations, has joined SESAC, Inc., as field representative.

HIRSHON-GARFIELD, INC., has resigned the Artistic Foundations account, effective Jan. 1.

CLEMENTS CO., Philadelphia, has been appointed by the Blue Anchor Beverage Co., also of Philadelphia.

HIRSHON-GARFIELD, INC., has been appointed by the Waltham Watch Co., Waltham, Mass.

FREDERIC W. ZIV CO., one of the country's largest producers of transcribed radio shows, announces the signing of their "Cisco Kid" western by WSVS, Crewe, Va. Show will be heard on the station five times a week.

KATL, Houston, has announced that it has appointed the Independent Metropolitan Sales as national sales advertising representative.

Pool Coverage Set

Highlight of today's UN Day observance will be the cornerstone ceremonies at the new United Nations Building on New York's East River, with President Truman, Secretary-General Trygve Lie, UN Assembly President Carlos Romulo, Gov. Dewey and Mayor O'Dwyer participating. ABC and NBC have scheduled live pickups from 12:30 to 1 p.m. MBS will transcribe during this period for broadcast at 2:30 p.m., and CBS will do likewise for 4 p.m. airing. The ceremonies will be televised under a pool arrangement, to be handled by CBS-TV, from noon to 1 p.m.

Today Is United Nations Day; Radio Accomplishments Noted

(Continued from Page 1)

dle Eastern programs are beamed in 16 languages, Latin American programs in Spanish and Portuguese, Trans-Pacific in ten languages. The latter service utilizes four UN State Dept. transmitters and a BBC transmitter. In addition, recordings of programs of special interest are sent to stations in China, Pakistan, India, Burma, Siam, and the Philippines.



AYLEN

The executive staff of the UN Radio Services is headed by Benjamin Cohen, assistant secretary-general, Dept. of Public Information. Peter Aylen is director of the Radio Division, and Carlos Garcia-Palacios is deputy director. W. Gibson Park is chief of production. Norman Corwin is head of special projects, and Dorothy Lewis handles U. S. Station Relations.

The Canadian Broadcasting Corp. carried two important UN productions regularly on both national networks—CBS Trans-Canada, and the Dominion network, in addition to its own United Nations material. CBC shortwave transmitters beam UN programs to northern and central Europe, the Middle East, New Zealand and Australasia, and South Africa.

Increased Coverage Noted

The report noted a "marked increase" in UN coverage by U. S. stations and networks during 1948-1949, and attributed this increase to the UN resolution passed by the NAB in May, 1948, plus improved coverage by tradepapers. The daily program, "United Nations' 'Today'" is carried each evening by 170 stations of the Don Lee, Yankee, and Liberty networks. "Memo From Lake Success" is aired weekly by 96 CBS affiliates. "Two Billion Strong," a half-hour program, is carried each week by ABC. "UN Story" is a weekly transcribed show aired by 300 stations in areas not always covered by other UN programs.

'Personality' Shows Featured

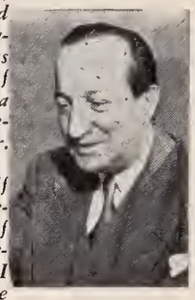
Two series of "Behind the Scenes at UN," transcribed five-minute profiles of UN personalities, were aired by 350 stations during 1948. "Little Songs About the UN," a series of one-minute jingles commissioned by WNEW, New York, were broadcast by hundreds of stations throughout the U. S. and other English-speaking countries, and are being translated into French. Another transcribed series of five-minute interviews, "Status of Women," has been distributed in the U. S., Canada, Australia, England, and South Africa.

Tribute To Radio

Benjamin A. Cohen, assistant secretary general of United Nations, Department of Public Information, Friday paid tribute to radio for its support of U. N., in a special statement. Mr. Cohen said:

"In behalf of the Department of Public Information I wish to take this opportunity to express to American broadcasters our appreciation of the comprehensive coverage of United Nations during the past year and upon the occasion of the United Nations Day celebration, October 24th.

"The radio industry is rendering extraordinary service to the cause of peace and international understanding in bringing to so wide an audience important messages from delegates and information about the global activities of the United Nations commission and agencies."



COHEN

"Menjous" On New Time

Following an absence of three weeks from the airlanes, WOR's "Meet The Menjous," starring Adolph and wife, Verree Teasdale, will resume broadcasting on Monday (24) at 11:30 a.m., and will continue to be heard Monday-through-Friday at the same time.

Hospital Pickup Planned

WWRL will broadcast exclusively the dedication ceremonies of the Lowenstein Pavillion at the Hillside Hospital, Bellerose, L. I., featuring Governor Thomas E. Dewey as the principal speaker, this afternoon 2:30 p.m.

Wilkins To Broadcast

Roy Wilkins, acting secretary of the National Assn. for the Advancemen of Colored People, will broadcast a commentary directly from the Freedom Train on Oct. 27, 9:45-10:00 a.m., over WLIB.

The train is scheduled to arrive in New York City today.

7th AM In Operation

Fort Worth, Tex. — The seventh AM outlet for this city, KCUL, has taken to the air and is now operating 24 hours per day. Outlet is owned and operated by the East West Broadcasting Co.

NEW BUSINESS

WWBZ, Vineland, N. J.: DiPaola Clothes . . . men's clothing stores in Vineland, Camden, and Atlantic City bought two 15-minute segments of the "All Sports Parade" daily for thirteen weeks. Utilco Co. of Millville, N. J. signed for 10-minute programs featuring Dorothy Carlson, Monday through Friday for 26 weeks. Borough of Vineland Electric Department bought 8:00 a.m. newscast and 15-minute organ show on Sunday for 52 weeks. Weir Furniture Store of Glassboro, N. J., and Gertman's Shoe Store of Vineland, N. J. purchased participating spots on Fred Wood program. Foss & Co., Vineland paint manufacturers, purchased 2:00 p.m. newscast for 26 weeks. B & B Poultry Co. bought participating spots on Pete Taylor Show for 26 weeks. Nine local high school football games were sold to Harry Spiegel Enterprises, and Morie-Viola Co., contractors and builders. Kent & Sussex Racing Association of Harrington, Delaware purchased participating spots on "All Sports Parade."

KNX, Los Angeles: Milani Foods, Los Angeles, will sponsor a 52-week series of once-a-week station break announcements beginning Thursday, November 3. Agency for the account is The Jordan Company, Los Angeles. The Bublichki Cafe, Los Angeles, will sponsor a 15-minute portion of the "Steve Allen Time" program on Saturdays, 12:05-12:20 a.m., PST. The Bublichki order is for 52 weeks.

Telephone Sleuthing Pays Off On Newscast

(Continued from Page 1)

telephone conversations and came up with startling results.

On news director McCarthy's 5 p.m. news broadcast, he stated that a gambling shut down had been ordered in Newport, Ky., one of Cincinnati's neighborhood communities immediately across the Ohio River. This news story flushed an anonymous telephone call from a Northern Kentucky listener who advised that the crack down had already vanished.

Listeners Got All Details

So Tom decided to see for himself and he set up his recording devices. Then he proceeded to call six of the largest gaming emporiums in Newport and asked: "are you going to have gambling tonight or is the lid really on?"

He did not identify himself and employees of all the clubs called unhesitatingly told him that the tables would be operating.

Tom finished his question only a few minutes before his 6 p.m. news broadcast so the listeners got the interview right off the original recording, complete with dial tones, wrong numbers and very frank reports.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 16 NEW YORK, TUESDAY, OCTOBER 25, 1949 TEN CENTS

U.N. DEDICATION GETS WIDE COVERAGE

FCC Denies WNYC Extended Air Time

Washington Bureau of RADIO DAILY

Washington — The FCC refused yesterday permission for WNYC, New York to remain on the air Nov. 8, beyond its customary 10 p.m. signoff time to broadcast election returns.

The Commission in a 3-2 ruling, said it felt any such exception would set a precedent for "any number of other cases" of special temporary authorization. Commrs. Frieda Hennock and Robert Jones dissented, scoring such "complete inflexibility" of rules.

WTAM Aids Fund Drive For Cleveland Charity

Cleveland—A special benefit matinee of the "Ice Capades" staged by WTAM in cooperation with the Society for Crippled Children last week topped all expectations, with more than $10,000 being turned over to the Society.

The price of admission was a donation to the Society's treasury. Tickets were sold in the lobby of WTAM, and at the main offices of the Cleveland Trust Bank. The special matinee was plugged on WTAM several times a day.

CBS, Associated Petition For CP Re-Assignment

San Francisco—CBS and Associated Broadcasters, Inc., yesterday filed a joint petition with the FCC for re-assignment of a construction permit for a new 50,000-watt station here from the latter's radio station KSFO and TV station KPIX to the

(Continued on Page 2)

Charity Stint

Buffalo—A record for radio's longest auction broadcast is claimed by WEBR. In an effort to spur Buffalo's lagging Community Chest drive, three WEBR disc jockeys remained on the air from 11:30 p.m. Saturday night to 8 a.m. Sunday, with the aid of 20 visiting celebrities. A total of $3,506 for the Chest was raised from sale of 90 prizes.

Small World

Davenport, Ia. — Competition among Davenport's stations is just as keen as it is anywhere, but not as frantic as witnesses of the following scene might think: WOC announcer Warren Vasen, speeding toward the studios for his early-morning show, collided with a car driven by KSTT's engineer Ed Huguning. Neither was hurt, however, and Vasen's show. "The Eager Beaver," went on as usual.

Change NAB By-Laws In Mail Referendum

Washington Bureau of RADIO DAILY

Washington — Eight proposed amendments to the NAB by-laws affecting membership, dues, structure, directors, and meeting plans were approved overwhelmingly in a mail referendum among the membership, C. E. Arney Jr., NAB secretary-treasurer, has announced. A total of 1,700 ballots went out to the full NAB membership in September.

A brief description of each new amendment follows:

1. Defines the status of associate

(Continued on Page 8)

Wagner Named By MBS To Programming Post

Harold M. Wagner, director of traffic operations at MBS, has been appointed to the newly-created post of manager of program operations.

In his new capacity, Wagner will assume some of the duties formerly

(Continued on Page 2)

200 Accredited Radio-Television Reps. Attend Corner Stone Ceremonies In Manhattan Yesterday

A radio and TV corps of 200 correspondents, announcers and technicians gathered at the United Nations site on the East River in New York City yesterday to cover the address of President Harry S. Truman, and to participate in the corner stone laying ceremonies of the new U.N. head-

(Continued on Page 8)

Town Hall's Status Explained By Denny

Trade reports that ABC was unwilling to renew its current three-year contract with Town Hall, Inc., for "America's Town Meeting of the Air" under the present terms calling for co-op sponsorships were confirmed yesterday by George V. Denny, Jr., president of Town Hall.

At his first New York press conference held since his round-the-

(Continued on Page 3)

Other Stations' Newsmen To Broadcast Over WTOP

Washington Bureau of RADIO DAILY

Washington—A new WTOP news program will "call in" newsmen from five suburban daytime stations for two-minute weekly reports on happenings in the Washington outskirts. Based on the format of CBS world news, the new

(Continued on Page 2)

BAB To Begin Mailing Sales Promotion Folders

The Broadcast Advertising Bureau and subscribing stations soon will begin mailing the first in a series of 13 promotional folders to 25,000 of

(Continued on Page 2)

Station Men Attend BMI Clinic In N. Y.

More than 50 station executives are attending the tenth Broadcast Music, Inc., Program Directors and Librarians Clinic, which opened in New York yesterday and will continue through today. Attendees were shown the first copies of the new BMI Categorical Index, which lists some 4,000 songs broken down into 200 categories, making available in-

(Continued on Page 3)

RMA Reports Heavy Call For Nat. Radio Wk. Mats

Washington — RMA has revealed that 545 newspapers have already asked for 975 full-page newspaper mats for joint dealer ads during National Radio and Television Week, October 30-November 5.

W. B. McGill, chairman of the

(Continued on Page 2)

Wage Scale For TV-Pix Set By AFM; 'Royalties' Hinted

The American Federation of Musicians has established a wage scale for TV films of $27 per man for each "film program of fifteen minutes or less duration, with or without commercial continuity or announcements, the rehearsing, recording and photographing of which does not exceed one hour."

The scale and other contract conditions are contained in a six-and-a-half page memorandum received yesterday by producers and agencies.

Overtime rate of $9 per man was set "for rehearsing, recording and photographing, for each five minutes or less television film program, the rehearsing, recording and photographing of which does not exceed 20 minutes." Overtime rate of $4.50 per man was set for rehearsals only, 15 minutes or less.

Double rate was established for

(Continued on Page 7)

New CBS Sponsor

"Skippy Hollywood Theater," a new series of half-hour dramatic programs starring top movie names, and sponsored by the Rosefield Packing Co. for Skippy Peanut Butter, will make its debut over the CBS network as a Thursday night feature, December 1, 10:30-11:00 p.m., EST. The agency in charge is Young & Rubicam, Inc.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*October 24*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8½	8⅜	8½	+ ¼
Admiral Corp.	28	27⅞	27⅞	— ⅛
Am. Tel. & Tel.	144	143¾	144	+ ¼
CBS A	25⅛	24½	24½	— ⅜
CBS B	25	24¼	24⅞	+ ⅜
Philco	30½	30⅛	30¼	+ ¼
RCA Common	13	12¾	12¾	— ¼
RCA 1st pfd.	71⅝	71⅝	71⅝	— ⅜
Westinghouse	29	28⅝	28⅝	— ⅜
Westinghouse pfd.	99	98⅞	99	+ ¼
Zenith Radio	28¼	28¼	28¼	— ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14½	14½	14½	— ⅜
Nat. Union Radio	2⅞	2¾	2⅞	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14¼	15¼
Stromberg-Carlson	13	14¼
U. S. Television	⅜	⅝
WCAO (Baltimore)	16	.....
WJR (Detroit)	7¼	8¼



CBS, Associated Petition For CP Re-Assignment

(Continued from Page 1)

Columbia-net-owned station KCBS.

In a joint announcement by Arthur Hull Hayes, CBS v-p and KCBS general manager, and Wesley I. Dumm, president of Associated Broadcasters, Inc., it was disclosed that CBS is ready to begin immediate construction of the new transmitter on the north shore of San Francisco Bay, near Novato, Calif., if and when the petition is granted, and that Associated, "in the light of recent rapid developments in TV," Associated "prefers to devote its future efforts to the development of KPIX."

Wagner Named By MBS To Programming Post

(Continued from Page 1)

under the supervision of Jack Paige, whose resignation as program manager becomes effective Nov. 1. In general, Wagner will supervise operations of the program department. Reporting to him will be the division of program traffic, program supervision and commercial service.

He is a graduate of Brown University. He entered radio as an announcer at WESG, Elmira, N. Y., in 1937. Two years later, he became program director of WENY in the same city. He joined Mutual in 1941 as night program supervisor.

RMA Reports Heavy Call For Nat. Radio Wk. Mats

(Continued from Page 1)

RMA committee handling the promotion, said he believes the event "will be more widely celebrated this year by more dealers than at any time since this annual industry observance was inaugurated jointly by RMA and NAB five years ago."

Special spots have also been furnished broadcasters.

Other Stations' Newsmen To Broadcast Over WTOP

(Continued from Page 1)

program will bring in reports from men identified as representatives of the suburban stations — which include WARL, Arlington; WPIK, Alexandria; WFAX, Falls Church, all in Virginia, and WGAY, Silver Spring, and WBCC, Bethesda, in Maryland.

New Antenna For KNBC

San Francisco—KNBC will mark the start of service with its new vertical radiator antenna with a special program tonight at 6:30 p.m. KNBC will be off the air for 30 seconds during the half-hour program while it switches from its present antenna to the new one. John W. Elwood, KNBC general manager, said the vertical radiator will add 10,000 square miles to the station's primary coverage area.

BAB To Begin Mailing Sales Promotion Folders

(Continued from Page 1)

the industry's "best potential customers."

Participating stations will mail the folders to regional and local prospects while the BAB is distributing them nationally. Each of the 13 folders elaborates on one specific reason why advertisers should use broadcast advertising. Folders mailed locally will carry the individual station's call letters. In markets where more than one station is using the series, imprinting and distribution of the folders will be handled cooperatively.

The BAB suggests that stations follow up each mailing in the series with calls by their salesmen, to expand the sales stories outlined in the folders.

WKLO To Replace WINN As ABC Web Affiliate

Louisville, Ky.—ABC will affiliate WKLO, effective Jan. 1, 1950, replacing WINN, a 250 watter.

WKLO, operating with 5,000 watts daytime power and 1,000 watts night-time, currently is on the air as an independent station, owned by the Mid-American Broadcasting Corp. Joe Eaton is the manager of the new ABC affiliate.

COMING and GOING

MIKE DANN, trade editor at NBC, and ARTHUR OPPENHEIM, writer in the press department of the network, are back from a one-week business trip to Minneapolis where they aided "Theater Guild" participation in the city's centennial celebration.

WILLIAM A. SCHUDT, JR., director of station relations at CBS, has returned to network headquarters following a trip to Baltimore, Philadelphia and Washington.

KEN SPARNON, field representative for BMI, is on a business trip to Albany, Troy and Schenectady.

LOU SIMONS, sales manager of KPIX, San Francisco tele station of CBS, is in New York on business.

NAT V. DONATO, sales manager of C. P. MacGregor, transcriptions, has left for Skytop, Pa., meeting place for the Third District of the NAB.

HERBERT ANDERSON, of the sales department at NBC, returning from a three-day trip in Maryland with executives of the Ward Wheelock advertising agency.

RALPH N. WEIL, manager of WOV, is spending a week on business in his old stamping ground—Chicago.

GARRY J. CARTER, advertising executive of Toronto, Buffalo and New York, has embarked for Bermuda on a four-week vacation. He'll be back late in November.

MAURICE C. DREICER, commentator on WEVD, is in San Francisco gathering data for his forthcoming book, "How to Be a Gourmet."

LEONARD HOLE, television executive formerly with CBS and DuMont, is vacationing with MRS. HOLE in Cuba and Jamaica. He'll announce his future plans upon his return to New York.

"Okay, Louie, the coast is clear..."



One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-I-T-H can do for you in Baltimore. For just a *little* money, you can produce *big* results.

W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* • *Represented by* Headley-Reed

Town Hall's Status Explained By Denny

(Continued from Page 1)

world tour with Town Hall, Denny disclosed that he will meet shortly with ABC officials for the purpose of working out a "paying" plan for incorporation in a new contract replacing the current deal which expires in the first week of January, 1950.

Denny spiked trade rumors that Town Hall was considering a switch to another network with the assertion: "When you have 265 stations carrying your program at a prime evening time, you don't shift unless there is a good reason for it." He also emphasized that relations between Town Hall and ABC have been very good throughout the 14½ years the web has carried the program, adding that "the stations and ABC have been very loyal to Town Hall." Denny stressed the point that he was merely answering the specific questions of the reporters and was not discussing the deal through the press with ABC.

The rumors of a switch were prompted some time ago when it learned that ABC was dissatisfied with the income it was deriving out of the co-operatively sponsored "Town Meeting." Currently, the program is sponsored on 60 ABC stations, most of which are middle-sized or small outlets.

Statement By Denny

"We know that ABC won't renew it (the contract) on the same terms," Denny said. "But we are not worried at all. There are other ways to finance it. The prestige we have gotten on our trip has helped us immeasurably."

Under the present contract, Town Hall is guaranteed $3,000 per week from ABC to cover the package. Presently, ABC has both the AM and TV rights. Last year, the web televised the show from Town Hall by merely sending in a few cameras. Denny is now considering building the program as a special simulcast, with the possible addition of props for the video coverage. Also under consideration, along with the simulcast, is a shortening of the program from its present full-hour to one-half hour. But, Denny pointed out, the amount of money saved by reducing the length of the show would have to be spent to employ additional men to handle the television problems.

"I am trying to find out everything I can about television before we reach a decision," Denny commented. "We may do some experimenting before we decide. We are going to talk with ABC about these things when we have gathered all the facts."

In discussing the financial difficulties experienced under the current contract, Denny declared: "We will have to work out some plan by which we can get $3,000 per week. We have to have that amount of money to do what we want." He disclosed that the program lost $1,000 per month before it became a co-op. Presently, ABC is taking in "slightly less" than $1,500 per week from its affiliates for talent costs. It was understood that the web was collecting about $3,000 per week for talent costs when it was sponsored previously on three of its owned and operated outlets in addition to affiliates. At that time, the program netted in talent costs about the same amount which was guaranteed to Town Hall.

Denny said that Town Hall's round-the-world tour incurred a deficit of about $11,000. The entire tour cost a little over $60,000. The public appeal made on several broadcasts before the tour began netted a little less than $50,000. The auditor's report on the trip will be presented to the public, as promised, on a future broadcast, Denny said. He doubted that another "dollars for democracy" appeal would be made to make up the deficit.



California Commentary. . . !

● ● ● CBS will audition "Crime Correspondent" series originated by actor Paul Frees. Series stars Frees, who scripts the show together with Adrian Gendot. Gordon T. Hughes will produce and direct and music will be under the baton of Marlin Skyles.

Hollywood **. . . Jimmy Durante will train out of Hollywood Nov. 11, for New York where he will appear at the Copacabana for a period of six weeks starting Nov. 17. Durante will be joined by the members of his NBC radio cast—Don Ameche, Vera Vague, Candy Candido, Sara Berner. Five shows will originate from New York. . . . Jeff Clark, 25-year-old baritone, formerly heard on NBC's Henry Morgan show now featured with Eileen Wilson on NBC's "Your Hit Parade." Joe Parker who owned and wrote the former NBC hit show of 1941-42, "The Best of the Week," starring Benny Rubin, is packaging the show for TV with Rubin again at the helm. Marilyn Hare, former hit of "Meet the People," and currently at Larry Potters, will be the featured singer with the show, which has a format exploiting of the best song, best joke, and generally best of everything of the week.**

☆ ☆ ☆ ☆

● ● ● Jimmy Wakely has recorded an album of six Christmas Hymns for Capitol, backed by Buddy Cole, the Mellow Men and with a narration by Ann Whitefield, with words by Cottonseed Clark. . . . Pat Patrick," Ercil Twing" of the Edgar Bergen show, is currently MC and sharing the stellar spotlight with comedian George Beatty at Charley Foy's Supper Club. Beatty recently completed 30 weeks on KHJ with "Plantation Jubilee." . . . The Jo Stafford concert tour, with Paul Weston's orchestra and the Starlighters, moves to Fort Wayne, Ind. after playing to packed houses at South Bend, Ind., Grand Rapids and Saginaw, Mich., and Toledo, Ohio. . . . Louella Parsons had a flock of guest stars on her radio show Sunday, including Ava Gardner, Esther Williams, Ben Gage, Diana Lynn, John Lindsay, George Montgomery, Dinah Shore, Betty Hutton, John Wayne, Joan Crawford, Vera Ellen, Rock Hudson, Hymie Fink, Nat Dillinger, Corinne Calvet, Ann Blyth, Roddy MacDowell and Sonja Henie. The interviews were recorded at the annual Society of Hollywood Press Photographers Ball at Ciro's Sat. Oct. 15. . . . Lum and Abner time has been changed: instead of returning Saturday October 22, they will be on the CBS comedy lineup Wednesday evenings. First show is November 2 at 7:30 (PST).

Utah Copper Co. Buys Daily Farm Show On KSL

Salt Lake City—The Utah Copper Division of the Kennecott Copper Corp. has signed a 52-week contract for sponsorship of "This Business of Farming" Monday through Friday on KSL.

Elvon Orme, KSL agricultural supervisor, will interview farm and stock raising experts, and Joseph Kjar, KSL announcer, will handle farm news and market reports. The contract was placed through the Axelson agency.

'Bird Warblers' Renewed

Chicago — The American Bird Products, Inc., renewed its sponsorship of the "American Bird Warblers" program for another 26-week period over Mutual, Sundays, 1:30-1:45 p.m., EST.

Station Men Attend BMI Clinic In N. Y.

(Continued from Page 1)

stant reference to recordings to fit every conceivable situation.

Speakers at today's sessions, to be held in the WMGM studios at 711 Fifth Ave., will include: James L. Howe, president and general manager, WCTC, New Brunswick, N. J., "Fundamental Principles for Successful Management of the Independent Station"; Ted Cott, vice-president, WNEW, New York, "Building Station Personality Through Programming"; Arnold B. Hartley, vice-president, WOV, New York, "How To Program Foreign Music," and Israel Diamond, BMI's director of logging, "Operation Log."

Lebhar To Speak

Afternoon speakers: Bertram Lebhar Jr., director, WMGM, "How Aggressive Can You Afford To Be in Programming?"; Norman Livingstone, manager of commercial programs, WOR and WOR-TV, and Arthur Rothafel, assistant to director of TV programs, CBS, "A Double Look At Television."

A list of those attending the clinic follows:

Lawrence A. Coney, Prog. Dir., Harry J. Frank, WHAI, Greenfield, Mass.; Milt Mitler, Dir. of Prog., WTTT, Coral Gables, Fla.; Charles Barclay, Prog. Dir., WGYN, New York City; Charles J. Hines, Prog. Dir., John Wiegand, Announcer, WGCH, Greenwich, Conn.; James A. Wimmer, Mus. Lib., WOAK, Chicago, Ill.; George Birdas, WLNA, Peekskill, N. Y.; Edward H. Brigham, Prog. Dir., John Rahe, Mus. Lib., WCMD, Cambridge, Md.; Lawrence Webb, Ass't to Pres., WJW, Cleveland, Ohio; Janet Lee, Mus. Lib., WTTM, Trenton, N. J.; Gene Pierce, Rec. Lib., WMBD, Peoria 2, Ill.; Wally Buman, Prog. Dir., Mrs. Wally Buman, WKOP, Binghamton, N. Y.; Joe Webster, Prog. Dir., WVPO, Stroudsburg, Pa.; George F. Shepard, Prog. Dir., WALL, Middletown, N. Y.; John H. Stenger, 3rd, Prog. Dir., WBAX, Wilkes-Barre, Pa.; Allan Marvin, WVBC, East Paterson, N. J.; Marilyn L. Neff, Prog. Dir., L. S. Gross, Mrs. Jean Brown, Radio Broadcasting Co., Philadelphia, Pa.; Clyde A. Bennett, School of Radio Tech., New York City; Mrs. Elmer E. Heinze, WCKY, Cincinnati, Ohio; Milton Slater, Prog. Dir., WCAX, Burlington, Vt.; Bob Nelson, Prog. Dept., WHTC, Holland, Mich.; Jess Jordan, Prog. Dir., WTBF, Troy, Alabama; Bob Crager, Prog. Dir., Mrs. Bob Crager, WWCO, Waterbury, Conn.; David Russell, Script Dept., Jack Shaefer, Lib., WGHF, New York City; T. E. Kruglak, Jack White, Martin Beck, Katz Agency, New York City; Forest W. Cooke, Prog. Dir., Donn V. Richey, Lib., WHBF, Rock Island, Ill.; Ralph D. Foster, Pres., Leslie L. Kennon, Asst. to Pres., KWTO, Springfield, Mo.; Steve Cisler, WKYW, Louisville, Kentucky.

Sam Insull, Jr. Resigns Stewart-Warner Post

Chicago—The resignation of Samuel Insull Jr., as vice-president of the Stewart-Warner Corp., effective Nov. 1, has been accepted "with regret" by James S. Knowlson, Stewart-Warner board chairman and president. Insull will return to the insurance field.

He joined Stewart-Warner as assistant to the president in January, 1947, and was elected a vice-president the following December, heading Stewart-Warner Electric, the firm's radio and television division.



RED SKELTON SHOW



MY FRIEND IRMA



JACK BENNY PROGRAM



LUX RADIO THEATRE

ONLY ON



TALENT SCOUTS



CRIME PHOTOGRAPHER



AMOS 'N' ANDY



SUSPENSE



MR. KEEN



BERGEN-McCARTHY SHOW



INNER SANCTUM

Advertisers get the biggest ratings in all radio– 11 of the top 15–on CBS.

Advertisers get the biggest <u>average</u> audience in all radio– 20% bigger–on CBS.

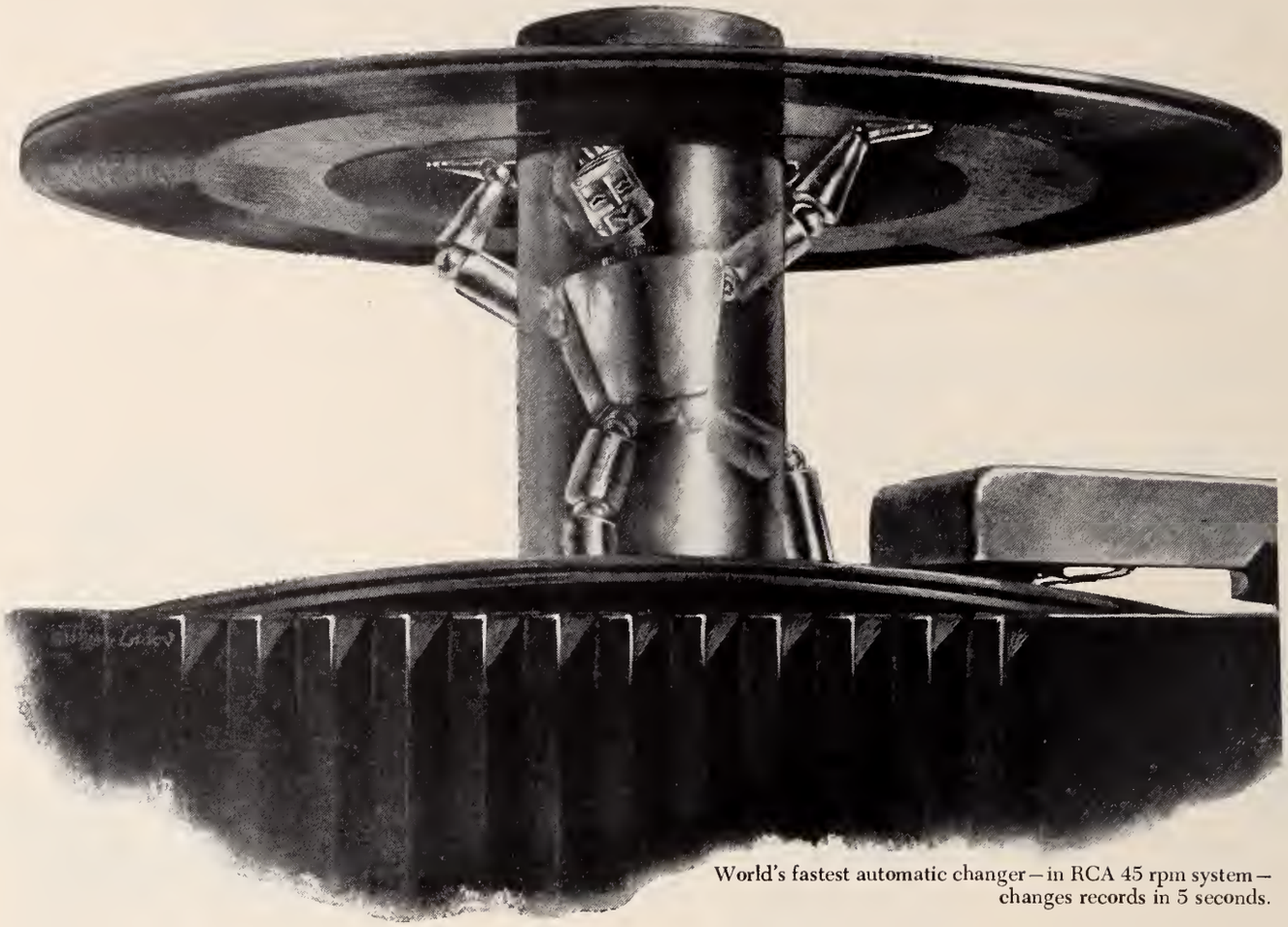
CBS . . .



Even leaving out the "top 15," advertisers <u>still</u> get the biggest average in all radio–on CBS.

Advertisers get the biggest audiences at the lowest cost in all radio–only on CBS.

Source: C. E. Hooper, Oct. 1-7, 1949



World's fastest automatic changer—in RCA 45 rpm system—changes records in 5 seconds.

Quick change artist

Hundreds of thousands are now enjoying RCA's thrilling new way of playing records . . . they marvel at its wonderful tone . . . and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 70 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism *inside* the central spindle post on which records are so easily stacked. Result: *a simplified* machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only 6⅞ inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free "quality zone"... for unbelievable beauty of tone.

Value of the *research* behind RCA's 45 rpm system—which was started 11 years ago at RCA Laboratories—is seen in the instant acceptance, by the public, of this better way of playing records. Music lovers may now have *both* the 45 rpm system, and the conventional "78."

* * *

Development of an entirely new record-playing principle is just one of hundreds of ways in which RCA research works for you. Leadership in science and engineering adds value beyond price *to any product of RCA, or RCA Victor.*

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

AFM PROPOSES SCALE FOR TV FILMS

TELE TOPICS

"FORD THEATER," which is setting an enviable record for consistently high quality drama, did it again last week with a sensitive, entrancing production of "On Borrowed Time." Adapted by Nancy Moore from a play by Paul Osborn, the program was wholesomely sentimental, yet never became maudlin. The performances of the three adult leads—Walter Hampden, Dorothy Stickney and Basil Rathbone—were as fine as any the medium has seen, while young Tommy Rettig was well-nigh perfect as Pud. Garth Montgomery produces the series, and Marc Daniels directs. Sets were by Samuel Leve, costumes by Paul du Pont and music by Cy Feuer. . . . Part of the success of "Ford Theater" must be attributed to the fact that it is aired bi-weekly. The advantages of such a schedule, from a production viewpoint, are too well-known and too numerous to repeat here, but if bi-weekly means the level of entertainment supplied by the show, we wish more programs would follow suit. Sponsor plans to begin a weekly sked after the first of the year, but two separate production units will be used. . . . Commercials, by Transfilm, were especially well done. One directed to women, plays up the "fashion" features of the car, while the second, for men, does a thorough job on performance. Agency is K. & E.

●

BOB SMITH and "Howdy Doody" mark their 400th performance on NBC today. Now seen across the board, show started as a once-weekly Dec. 27, 1947. Since then it's drawn more than a million pieces of mail and over 200,000 ticket requests and has been merchandised on 28 articles. . . . Local Chevrolet Dealers Assn. will sponsor the Golden Gloves on WPIX for the second straight year, through Campbell-Ewald. They'll bankroll the finals, semis, and perhaps, the quarter finals. . . . Video Varieties has completed a series of nine film commercials for Vaseline Hair Tonic, through McCann-Erickson. . . . Charles Henderson and Mitzi Mayfair have signed for their third cycle on "Stop The Music." Cast and crew for the show, incidentally, now totals 140.

●

OFFICIAL UNVEILING of ABC's N. Y. Television Center will be held Thursday. . . . "City At Midnight," which bows on WNBT tonite from an intersection on New York's lower east side, will originate its second stanza from the 52nd street jazz belt, and its third from the dock area. Don Luftig is scripting the latter two installments. . . . After putting in a full day's rehearsal for "We, The People," Celeste Holm cracked: "Television is just like summer stock—only fall never comes." . . . Darla Hood and the Enchanters, vocal quintet, left the cast of Ken Murray's "Blackouts" to join Paul Whiteman for a featured spot on his ABC Goodyear show.

Admiral Opens Lab For Fringe Testing

Chicago — Admiral Corp. has placed in operation the first laboratory specifically designed for fringe area testing, R. A. Graver, vice-president of the firm, said yesterday.

Laboratory, with 95-foot towers, Graver disclosed, has been located at Harvard, Illinois, which is 70 air miles from Chicago transmitters, and 80 miles from those of Milwaukee.

"There," said Graver, "all Admiral models in process of development are subjected to rigorous testing on both Chicago and Milwaukee signals, and are not approved for volume production until they have demonstrated their ability to bring in clear pictures from both signal sources."

"There, also, spot-selected production models are brought for special 'fringe area' testing to make certain the production models all retain the same 'fringe area' ability as the development models. Tied in with the 'fringe area' test, are continuous control tests for picture focus and clarity, plus experiments with new circuits to even further simplify and stabilize television tuning and set operations."

WPIX Ups Two

Peggy Gannon and Alex Courtney, both associate directors, have been promoted to full directors at WPIX, it was announced yesterday. Both have been with the News outlet since the station started last year.

Nielsen's Top Ten

(New York—Sept.)

Toast of Town, WCBS-TV	53.6
Suspense, WCBS-TV	41.3
Philco Playhouse, WNBT	35.9
Kraft Theater, WNBT	32.8
The Goldbergs, WCBS-TV	32.3
Fireside Theater, WNBT	32.3
Hopalong Cassidy, WNBT	31.5
Cavalcade of Stars, WABD	30.3
Amateur Hour, WABD	30.1
Godfrey Friends, WCBS-TV	27.9

Sets In Use Pass 2,500,000 Mark

Television sets in use have passed the 2,500,000 mark with the installation of some 255,000 receivers during September, according to a report yesterday by Hugh M. Beville, Jr., NBC research director.

Thirty-one per cent of all U. S. video sets are located in the New York area, he said. A year ago 46 per cent was the figure for the New York area. As of Oct. 1, 48 market areas are covered by television, an increase of five new TV stations and three new markets over the previous month.

The new markets are Dallas, Johnstown, Pa., and Greensboro, N. C. The stations are KECA-TV, Los Angeles; KBTV, Dallas; WJAC-TV, Johnstown; WTVN, Columbus, and WFMY-TV, Greensboro.

RMA Would Defer Color Test; Polychrome Pleases Johnson

Washington Bureau of RADIO DAILY

Washington—RMA yesterday added its voice to the RCA request for a delay in the comparative demonstration of color and black-and-white TV systems, now slated to be held here November 14.

Meantime, the FCC heard a top official of Color Television, Inc., predict that whatever tne Commission might do, commercial color television is at least two or three years off.

TV operators will experiment with it, but there will be no commercial exploitation for several years, said Col. Donald Lippincott. It will take time to develop technics of make-up, stage setting, lighting and to solve other production problems created by the shift, he said. He recalled that it had taken years before it was possible to utilize Technicolor on more than an experimental basis.

Likes Both RCA And CBS

Meantime, it was revealed that the Senate Interstate Commerce Committee chairman, Edwin C. Johnson, whose insistence upon full speed ahead on color has been credited with a large share of responsibility for the present proceedings, viewed RCA color at the weekend. He was reported to have been very much impressed with it and delighted by the compatibility features of the system.

Johnson, it was said, found the CBS picture better, but was enthusiastic about the prospects for development of the RCA system.

Also Asks Royalty, Other Conditions For Contract

(Continued from Page 1)

leader. "Musicians shall be engaged as librarians to keep track of film," the memorandum states, and sets a scale of $2.50 an hour for librarians and $2 for assistants.

What is regarded in the trade as tantamount to a demand for payment of royalties on films is a section outlining in broad details the terms of the AFM royalty agreement with the recording industry. Statement adds: "The Federation welcomes this suggestion and is prepared to consider the most practical methods of applying this formula to these similar circumstances."

Other Conditions Outlined

Other conditions set forth by the union follow:

"If television films are made for scripts or similar dramatic episodes, or for anything in which music and dialogue alternate, then the musicians can only render services if the script is recorded in its entirety. . . .

"The producer further agrees to register identification of picture and music sound track with the Federation.

"It is further agreed that all music already recorded, and commonly referred to as recordings, will not be disposed of, sold, leased or used for any television purpose. . . .

"No foreign sound track can be used for television film without permission from the American Federation of Musicians. . . .

"The Federation is advised that the present development and status of the industry does not warrant steady and continuing employment of musicians by producers of television films. On the basis of such advice, the Federation is willing and prepared to cnter into agreements governing single engagements for its members."

New BBC Station

Sutton Coldfield, England—A new television station, bearing the name of this midland city near Birmingham, will begin operations on Dec. 17 with programs crlginating at Alexandra Palace, London, it was announced yesterday by the BBC.

The initial telecasts will be carried from London to the new station here via a relay station. A coaxial cable is planned for later next year. The new outlet here has a potential audience of 6,000,000 persons.

Change NAB By-Laws In Mail Referendum

(Continued from Page 1)

members and their rights of participation in NAB affairs.

2. and 3. Provide that in special cases the Board of Directors may set dues classifications on an interim basis, as in the case of television stations.

4. Provides for election of two directors-at-large to represent television stations on the Board of Directors.

5. Allows the NAB Secretary-Treasurer to count and tabulate votes in mail balloting, in place of a firm of certified accountants, and otherwise to conduct all elections.

Terms Of Office Provided

6. Provides for terms of office for NAB directors, and brings terms of directors-at-large in line with two-year terms of district directors, fixing the time when all directors take office.

7. Cancels the Board meeting formerly held after the annual NAB convention, providing only three Board meetings each year.

8. Eliminates the office of NAB executive vice-president.

Copies of the revised by-laws, incorporating the foregoing amendments, will be sent out to all members.

Schaefer Beer Sponsors Ice Hockey Over WMGM

The F. & M. Schaefer Brewing Co. will sponsor the home games of the New York Ranger ice hockey team over WMGM, New York, starting Wednesday, Oct. 26. BBD&O handles the account.

The 35-game home schedule of the Rangers will be played at Madison Square Garden, with Bert Lee and Ward Wilson doing play-by-play and color. The broadcasts will start at 9 p.m.



WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

Radio Gives Full Coverage To UN Corner-Stone Fete

(Continued from Page 1)

quarters. With an estimated audience of 50,000,000 people hearing the broadcasts throughout the world, radio carried the program to 2,000 stations throughout the United States and staff members of U. N. radio division described the ceremony in 26 languages for broadcast by shortwave around the world.

Benjamin Cohen, assistant secretary general of U. N., arrived early for a last minute check of the radio, TV and newsmen's accommodations and to inspect the seating arrangements for the delegations from 59 countries. Peter Aylen, director of radio, was there too and Dorothy Lewis, head of the domestic radio division, was busy shepherding a group of women commentators about. Among her guests were Alma Kitchell of WJZ-ABC and Helen Sioussat, director of talks of CBS. Ben Grauer, NBC's ace announcer, shook hands with U. N. officials as he moved about and Robert Trout, another well known radio and TV commentator, busied himself in the press section quitely making notes on the occasion.

Jim's Busy Day

James Sauter, entertainment advisor to the Democratic National Committee and aide to Mayor William O'Dwyer, was one of the busiest men at the U. N. dedicatory ceremonies. He took President Truman's overcoat and hat when he mounted the rostrum, tested the microphones, poured a glass of water for him and then retired to chat with Mayor O'Dwyer. When the ceremonies got underway Jim disappeared in the wings wiping his brow.

The whole scene was reminiscent of a national political convention or the inauguration of a President. Batteries of TV cameras and radio equipment were mounted high to the left of the rostrum while on an improved stage to the right still cameramen and radio news commentators were arranged on different elevations.

Staff announcers of U. N. speaking in 26 languages operated from the roof of the Manhattan Building, near the cornerstone itself, and began broadcasting at 11:45 a.m. A running discription of the entire proceedings as well as transmission of the live voices of the principal speakers was shortwaved by U. N. radio to Europe and the Mid-East and relayed by CBC in Canada.

Representatives of the United States State Department's Voice of America and uniformed announcers of the Armed Forces network were also on hand to give a word picture of the ceremonies and accompanying addresses to listeners around the world.

The whole ceremony moved with clock-like precision. It began at 12:00 noon when Brigadier General Carlos P. Romulo, president of the General Assembly, called the session to order after a brief speech emphasizing the importance of the occasion and then introduced Hon. Warren R. Austin, chairman of the Headquarters Advisory committee; The Hon. William O'Dwyer, Mayor of the City of New York; The Hon. Thomas E. Dewey, governor of the State of New York and The Hon. Harry S. Truman, president of the United States of America.

Each speaker spoke into a battery of microphones on the rostrum and their voices were carried over a public address system to the thousands who gathered for the occasion. Network pickups of the ceremonies began at 12:30 p.m., with the address of President Truman and concluded with the cornerstone laying ceremony in which The Honorable Trygve Lie, Secretary General, participated.

Sales Of Philip Morris Up 15% From Last Year

Sales of Philip Morris & Co. during the six months ended with September were 15.2 per cent above the corresponding period last year, the firm's report disclosed yesterday. Dollar volume of sales increased $16,990,621, to a total of $128,457,106.

The company reported an estimated net income of $8,012,610, equal to $3.81 per share, against $5,801,258 or $2.69 per share earned in the six months to Sept. 30, 1948.

FMA And NAB Rest; Early Merger Seen

Washington Bureau of RADIO DAILY

Washington — Tentative terms whereby FMA would become a part of NAB have been gone over by members of the NAB structure committee, with FMA toppers also participating in the discussions. These terms will now be gone over by the FMA board, which will decide whether to submit them to the association's membership for approval and also by the NAB board when it meets next month.

Details of the discussions are being kept bottled up, but it has been established that there has been great progress toward the merging of the two groups.

That the question would have to be put to the membership of FMA was advanced as the prime reason for secrecy, but one participant in the discussions remarked that "any rumors of an approaching merger may be said to have some substantial basis."

It was stressed that the meetings here last week were the first looking toward merger, and that there might have to be more.

Stork News

Portsmouth, Ohio—John Vroman, announcer at WPAY and FM, is the father of a boy, Eric Alden, born to Mrs. Vroman Oct. 15.

"THE JACKIE ROBINSON SHOW"
(with Jackie Robinson)
Available For
RADIO and TELEVISION
13 Weeks Beginning Nov. 14
For information call HARRY SOLOW
45 W. 45th St.
JU. 6-0350 N. Y.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a *sure identification* of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV
The Sunpapers Station
CHANNEL 2 • BALTIMORE, MD.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 17 NEW YORK, WEDNESDAY, OCTOBER 26, 1949 TEN CENTS

BROADCASTERS GATHER FOR DIST. MEET

Religious Campaign Opens On Sunday

President Harry S. Truman and Charles E. Wilson, president of the General Electric Company, will broadcast addresses over the major networks, launching the "Religion in American Life" Campaign, Sunday, Oct. 30, 11:15-11:30 p.m., EST.

The choir of the Chapel of the Incarnation, New York City, also will be heard on the program, which will originate in the CBS New York studios, except for the President's speech, which will come from Washington.

Mr. Wilson, who is national chairman of the campaign, will make the introductory talk and present President Truman.

ABC Reports Sharp Rise In Wismer Co-op Sales

ABC reports a 114 per cent increase in the last two months among sponsors of Harry Wismer's cooperatively-sold Saturday night sports commentaries.

Wismer now has a total of 92 advertisers sponsoring his weekly quarter-hour show, as against 43 a year ago, ABC said. By categories,

(Continued on Page 2)

Mutual Names Marts Chicago Office Head

Chicago—Carroll H. Marts, sales manager of MBS' Central Division, has been promoted to the post of director of the web's office here, it has been announced by Frank K. White, MBS president.

The appointment follows the move of Adolf N. Hult, former Central

(Continued on Page 2)

Luncheon Meeting

Philadelphia — Representatives of the FCC, NAB, and RMA are expected to attend a luncheon at the Sheraton Hotel on Thursday sponsored by the Junior Chamber of Commerce as a special feature of National Radio and Television Week, Oct. 30-Nov. 5. Norman Corwin, of the United Nations radio staff, is the guest speaker.

Backs CBC Programs

Montreal — The charge that Canadian radio programs cannot compete with programs produced in the United States was indicated unfair by Lamont Tilden, of CBC, addressing the Mount Royal Women's Community Club. The charge was incompatible with the fact that every year in open competition in the United States against all comers on the North American continent, and, judged by Americans, Canadian programs had taken top honors, he said.

NBC Head Meets Press At Trade Luncheon

Joseph McConnell, new president of NBC, met the press yesterday at a luncheon in the Flamingo Room of the Waldorf-Astoria and the invitation brought out the key men of the wire services, trade and daily press.

Mr. McConnell was introduced by Sydney Eiges, vice-president in charge of press relations who welcomed the radio-TV writers and

(Continued on Page 3)

Transit Radio Popular, St. Louis Survey Shows

Cincinnati, O.—A survey by the St. Louis Public Service Co. among its bus and street car drivers one year after the vehicles were equipped with FM radio receivers shows them overwhelmingly in favor of

(Continued on Page 8)

Over 100 At Skytop For 3rd District, NAB Session; Sales Problems Will Highlight Two-Day Session

By FRANK BURKE
Editor, RADIO DAILY

Skytop, Pa. — Over 100 broadcasters from the Pennsylvania, Delaware and Maryland areas are gathered at the Skytop Lodge for "on the record" and "off the record" sessions of the Third District NAB. The two-day session called by George D. Coleman, general manager of WGBI,

(Continued on Page 3)

Yankee Web Signs Heavy Sponsor Sked

Boston—One of the largest contracts to be signed in New England radio for some time was completed this week by the Dolcin Corporation with the Yankee Network for twelve quarter-hours a week effective Sunday, October 30, it was announced yesterday by Linus Travers, executive vice-president and general manager. The 52-week order on WNAC

(Continued on Page 3)

MacArthur's Radio Chief Named By Protestants

Albert Crews, former NBC executive who served until last April as chief of radio programming for Gen. MacArthur in Japan, has been appointed director of production for the Protestant Radio Commission, it was announced yesterday.

Crews went to Japan in 1947 and

(Continued on Page 2)

Fran Warren, Thornhill On New Thesaurus List

RCA Recorded Program Services have announced the addition to their Thesaurus list of two new shows, marking the first expansion since

(Continued on Page 2)

WNYC To Cover Polls Despite FCC Setback

WNYC, New York, despite the refusal of the FCC this week to permit extension of its sign-off time on Nov. 8, is going ahead with plans for the most extensive election coverage in its 25-year history, Seymour Siegel, director of the city's non-commercial station, said yesterday.

This year as last, when the Commission was equally adamant in its

(Continued on Page 2)

Long Delay Seen Likely In NBC And KMPC Deal

Washington Bureau of RADIO DAILY

Washington — It is likely to be many months before NBC is permitted to consumate its deal to take over control of KMPC, Los Angeles, observers here believe. Whether the

(Continued on Page 2)

Smith-Jones Spat Enlivens Color-Television Hearings

Washington Bureau of RADIO DAILY

Washington — FCC Commissioner Robert F. Jones was accused of "pitching" for the CBS color-TV system yesterday by Philco's vice-president, David B. Smith. In a brief but bitter flare-up, Smith took exception to Jones' insistent questioning concerning the need for complete compatibility in TV.

The spat occurred after Jones had remarked that Smith was much more detailed in his criticisms of the CBS system than in his comments on the RCA system.

Smith offered a set of five criteria which he said any color system must meet, and insisted, as Jones questioned him, that it would be better for the Commission to wait for a system meeting these criteria than to adopt any present system which does not meet the standards he ad-

(Continued on Page 7)

Plans European Tour

Los Angeles — Chet Huntley, KNX-Columbia Pacific Network reporter and news analyst, will leave October 31 for a six-week tour of Europe where he will interview world leaders, record news spots and gather material for future broadcasts. His last broadcast will be on Oct. 29, and he will return to the air December 18.

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FRANK BURKE : : : : : Editor
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FINANCIAL

(*October* 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8½	8¼	8½	.....
Admiral Corp.	28⅛	27⅞	28	+ ⅛
Am. Tel. & Tel.	144	143⅞	144	.....
CBS A	24½	24½	24½	.....
Philco	30½	30	30½	— ⅛
Philco pfd.	81½	81½	81½	.....
RCA Common	12⅞	12⅝	12⅞	+ ⅛
RCA 1st pfd.	71½	70½	70½	— 1⅛
Stewart-Warner	12¾	12⅝	12¾	+ ¼
Westinghouse	29	28⅝	29	+ ⅜
Westinghouse pfd.	98¾	98¾	98¾	— ¼
Zenith Radio	28⅝	28¼	28⅝	+ ⅜

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅞	2¾	2⅞	+ ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	19¼	20¼
Stromberg-Carlson	13¼	14½
U. S. Television	⅜	⅝
WCAO (Baltimore)	16	....
WJR (Detroit)	7¼	8¼

Sponsors News Program

Rolls Razor, Inc., has signed an eight-week contract to sponsor WNBC's 6:30 a.m. "News With Peter Roberts" program. The order, calling for sponsorship on a Monday-thru-Friday basis, was placed through Anderson, Davis & Platt, Inc.



☆ COMING AND GOING ☆

DR. PETER C. GOLDMARK, director of research and engineering development at CBS, will leave by plane tomorrow for England, where he will lecture on CBS color television and Columbia Records' LP discs.

LEE NEAL, of the sales department at WIP, Philadelphia, is expected in New York today on station business.

JOHNNY O'CONNELL, account executive of Associated Program Service, leaving for Skytop, Pa., to attend the meeting of District 3 of the NAB.

VAN KONYENBURG, general manager of WTCN-TV, Minneapolis, Minn., is in New York for conferences at the headquarters of the Columbia network.

ZERO MOSTEL, comedian, has arrived in New York for conferences with executives of the Stanton B. Fisher, Inc., agency regarding his guest shot this Saturday on Jack Carter's "Cavalcade of Stars."

FRED FREED, reporter on "This Is New York" over WCBS, is spending this week at Princeton University gathering material concerning undergraduate life.

DONNA FARGO, Teleparencies executive, is in New York to confer with Mitzi Mayfair, partner, and Paul Mowrey, ABC sales chief, regarding the use of Teleparencies process backgrounds on the local video stations of ABC.

ANNE DAVIS, announcer on WJHO, Opelika, Ala., is in London, England, to appear on the "Charter Night" program of the London Pilot Club.

HARRY BURKE, general manager of KFAB, affiliate of CBS in Omaha, Nebr., is here on station and network business.

DAVID MILSTEN, Western counsel for SESAC, is in town and will be here for the next few days on business.

MacArthur's Radio Chief Named By Protestants

(Continued from Page 1)

was given the task of converting the Japanese broadcasting setup from a state monopoly to a system of private enterprise. From 1943 to 1947, Crews was production director for NBC, Chicago. Since 1943 he has served as radio editor for Houghton-Mifflin Co., and is the author of several standard radio texts. From 1935 to 1943 he was chairman of the radio department at Northwestern University.

WNYC To Cover Election Despite FCC Setback

(Continued from Page 1)

no-extension edict, WNYC will make its unique coverage facilities at City Hall available to other local stations as a public service. There is also a possibility that one or more of New York's independent television stations may bring their cameras down to cover the election night spectacle, Siegel said.

ABC Reports Sharp Rise In Wismer Co-op Sales

(Continued from Page 1)

automobile dealers and accessory stores lead the parade, followed by brewers, department stores, and clothing stores.

Bishop Promoted At NBC

Don Bishop, staff writer and assistant magazine editor in the NBC press department for two years, has been named magazine editor, it was announced by Josef C. Dine, director of the press department. Bishop will succeed Jack Slocum.

Auriel Macfie has joined the department as assistant magazine editor. She was formerly publicity director for United Artists' chain of first run theaters in Los Angeles, in the publicity department at Capitol Records, and director of publicity for Robert Holley Advertising Company in New York.

Fran Warren, Thornhill On New Thesaurus List

(Continued from Page 1)

RCA took over several weeks ago —Claude Thornhill's orchestra, and vocalist Fran Warren.

Tied in with the Thornhill show is a song-titling contest for listeners of Thesaurus subscriber stations, with all-expenses-paid weekends in New York for monthly winners. Both the Thornhill program and "Fran Warren Sings" will be offered to Thesaurus subscribers on a weekly basis.

Mutual Names Marts Chicago Office Head

(Continued from Page 1)

Division vice-president, to New York as v-p in charge of all network sales.

Marts joined Mutual in 1942 as a sales service supervisor. After that, he was consecutively, administrative assistant to Hult, account executive and sales manager. Marts graduated from Northwestern University in 1928, and joined the Atlantic and Pacific Tea Company as chief accountant.

Long Delay Seen Likely In NBC And KMPC Deal

(Continued from Page 1)

FCC will ever approve the transaction is not at all certain—but what is practically certain is that there will be no okay until after there has been a hearing on the license renewals for KMPC and the other two stations under control of G. A. Richards—WJR, Detroit, and WGAR, Cleveland.

Buys Series On ABC

Chicago—The Ronson Art Metal Works, Inc., has purchased a new five-minute weekly variety series, "The Johnny Desmond Show," over the full 271-station network of ABC, starting Jan. 11, 1950, 8:55-9 p.m., EST. The 49-week contract was handled through Grey Advertising Agency, Inc., of New York.

Are you buying lots of WATTS or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Yankee Web Signs Heavy Sponsor Sked

(Continued from Page 1)

and the complete Yankee web includes six different programs for morning, afternoon and evening listening. They are Marvin Miller, human interest stories each Monday, Wednesday and Friday, from 10:30-10:45 p.m.; Cedric Foster, news, each Tuesday and Thursday, 1:45-2:00 p.m.; "Bill's Scrapbook," poems and organ music, Monday and Friday, 8:15 a.m., and Saturday, 10:15-10:30 a.m.; World News, 7:15-7:30 a.m. on Wednesday; Hymn Singer, Sundays, from 9-9:15 a.m., and "Deems Taylor Concert" on Sunday's, from 1:30-2:00 p.m.

Additional full Yankee network advertisers including Habitant Pea Soups, Waleeco Candy Bars, Pertussin, Christmas Club and Hudson Paper making the closing quarter of the year one of the most successful in its 26 years of operation.

Continental Co. Renews "Grand Slam" On CBS

Continental Baking Co., New York, for Wonder Bread and Hostess Cakes, has renewed its sponsorship of "Grand Slam," CBS musical quiz program, effective Nov. 21, it was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales. "Grand Slam," aired Monday through Friday, 11:30-11:45 a.m., EST, with Irene Beasley as mistress-of-ceremonies, has been on the CBS network under Continental sponsorship since September, 1946. Agency is Ted Bates & Company, New York.

Joins Goodman

Irving "Hank" Kempner has joined Harry S. Goodman Productions, assigned to handling sales in the Wisconsin and Minnesota territories. He was formerly program director of WKAM, Warsaw, Ind.

The Mailbag

WCTC Is Commercial

Our pleasure in winning the School Broadcast Conference award for our program series "Children Have Their Problems" was exceeded only by our chagrin when we read in the October 19 issue of RADIO DAILY that WCTC is a non-commercial station!!! We're selling our air time pretty consistently out here in New Brunswick—and don't even anticipate that we'll ever consider doing otherwise. Nevertheless, we still have some time left for outstanding public service programs.

Sincerely,
Edith Brandt
Program Director
WCTC,
New Brunswick, N. J.

Sales Programs To Fore At NAB Regional Meeting

(Continued from Page 1)

Scranton, district chairman, is expected to differ somewhat from previous NAB district meetings as all sessions will not adhere strictly to the "off the record" procedure advised by NAB executives in Washington.

The pattern for the two day session is similar to other district meetings conducted by NAB officials during recent weeks. Kenneth Baker, NAB director of research and acting president of BMB, will conduct the opening business session at 10 a.m., today. Baker is expected to report that the Second Study of BMB will be ready for release around December 1, and will also report on the financial status of the audience measurement organization.

Sales Session Important

Most important of all the sessions will be the Sales Clinic scheduled for 11 a.m., today. At this session J. Robert Gulick of WGAL, Lancaster, will act as chairman and broadcasters of the Third District will be given an opportunity to air their views on the sales problems of radio. Following the panel discussion, Maurice B. Mitchell, director of Broadcast Advertising Bureau, will take over. Mitchell will do the BAB pitch that has been featured at all previous NAB district meetings and will outline the advantages of this service to the broadcasters. He will hold forth until 4:15 p.m., when Sydney Kaye, as spokesman for Broadcast Music, Inc., will give a progress report on the BMI operations. Kaye's report, incidentally, will show that BMI is stronger than ever and is taking an active part on the development of the nation's television industry.

A cocktail party is scheduled for 6:30 p.m., Wednesday to be followed by a dinner and entertainment.

Employe-employer relations will be the subject of the Thursday morning session called for 10 a.m. Frank Smith, general manager of WBZT, Beaver Falls, will preside at this session and will introduce Charles H. Tower, assistant to Richard P. Doherty of NAB, who will present the industry organization's point of view.

Miller to be Heard

Clair R. McCullough, district director at large of NAB, and president of WGAL, Lancaster, will preside at the afternoon session and will introduce Justin Miller, president of NAB, who will be the principal speaker of the district meeting. The talk by Judge Miller will be followed by a forum session.

Following the close of the Third District meeting tomorrow afternoon, the Pennsylvania Broadcasters Association will hold a session at 5 p.m.

Radio Hams To See Film On Video Interference

West Hartford, Conn. — George Grammer, technical director of the American Radio Relay League, national organization of radio amateurs, has announced the release of a motion picture on television interference, for showing to groups of video servicemen and radio amateurs.

The film illustrates corrective measures which may be taken by the "ham" whose private shortwave transmitter interferes with the television reception of his neighbors. The film also covers picture interference from other sources, and suggests remedies. Distribution through more than 600 local amateur radio clubs is planned.

Sterling Celebrates

Jack Sterling, WCBS early morning man, will celebrate his first anniversary with the New York flagship of CBS on Tuesday, Nov. 1. CBS brought Sterling from the Midwest to take over the 6-7:45 a.m. across-the-board stint from Arthur Godfrey, who decided he would rather sleep late.

NBC Head Meets Press At Trade Luncheon

(Continued from Page 1)

then turned the luncheon over to his new boss.

The new NBC prexy got off to a flying start with the trade boys. In the first place he complimented them on their knowledge of radio and television and then proceeded to thank them for their courtesies. He stressed that he felt they knew more about operations than he and asked their indulgence as he entered into the new job.

No Questions Asked

Then came the question period. The newsmen who had been invited to ask questions failed to come up with anything in the way of an inquiry. They had accepted Mr. McConnell on his say and returned his courtesy by declining to question him.

N. Y. Advertising Women Host Tomorrow At Astor

The Advertising Women of New York will hold a Hallowe'en cocktail party in the Belevedere Room of the Hotel Astor, 5:30-7:30 p.m. on Friday, Oct. 28. Admission is $3.50 per person, with proceeds going into the club's service activities fund.

for profitable selling *INVESTIGATE*

WDEL WILMINGTON DELAWARE
WGAL LANCASTER PENNSYLVANIA
WKBO HARRISBURG PENNSYLVANIA
WRAW READING PENNSYLVANIA
WORK YORK PENNSYLVANIA
WEST EASTON PENNSYLVANIA
and
WDEL·TV WILMINGTON DELAWARE
WGAL·TV LANCASTER PENNSYLVANIA

NBC AFFILIATES

STEINMAN STATIONS
Clair R. McCollough, *Managing Director*
Represented by ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

BMI

THANKS TO BROADCASTERS, ARTISTS, PUBLISHER

KEEPS HITTING . . .

4 out of 7 on the LUCKY STRIKE HIT PARADE

(October 15, 1949)

1. YOU'RE BREAKING MY HEART
2. SOMEDAY
5. ROOM FULL OF ROSES
7. JEALOUS HEART

and the same Broadcasters, Artists, Publishers, Composers, Disc Jockeys, Record and Transcription Companies, and Juke Box Operators now aim to

Hit With These Up-Coming BMI Leaders

THE BILLBOARD PICKS:	CROCODILE TEARS
THE DISC JOCKEYS PICK:	VIENI SU
	ENVY
	CANADIAN CAPERS
THE OPERATORS PICK:	BLUEBIRD ON YOUR WINDOW SILL
BMI PICKS:	SLIPPING AROUND
	HUSH LITTLE DARLING
	SHE WORE A YELLOW RIBBON
	EVERYTHING THEY SAID CAME TRUE
	WHY DON'T YOU HAUL OFF AND LOVE ME
	WHO'LL BE THE NEXT ONE TO CRY OVER YOU
	SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE
	CARELESS KISSES

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

COMPOSERS, DISC JOCKEYS, RECORD AND TRANSCRIPTION COMPANIES, JUKE BOX OPERATORS

HIT AFTER HIT...WEEK AFTER WEEK

57.2% OF SALES AND RECORD POPULARITY RATINGS

A Summary of Popularity Charts from The Billboard, Oct. 22, 1949

	TOTAL LISTINGS	BMI	ALL OTHERS	% BMI
HONOR ROLL OF HITS	10	5	5	50.0
SHEET MUSIC—BEST SELLING	15	5	10	33.3
POP RECORDS				
MOST PLAYED BY DISC JOCKEYS	30	16	14	53.3
BEST SELLING, RETAIL	31	13	18	43.3
MOST PLAYED ON JUKE BOXES	31	13	18	43.3
RHYTHM & BLUES RECORDS				
BEST SELLING	16	12	4	75.0
MOST PLAYED ON JUKE BOXES	16	13	3	81.2
FOLK RECORDS				
BEST SELLING	16	14	2	87.5
MOST PLAYED ON JUKE BOXES	15	12	3	80.0
TOTAL	**180**	**103**	**77**	**57.2**
SCORE PREVIOUS WEEK	181	101	80	55.8
SONGS WITH GREATEST RADIO AUDIENCES (PEATMAN ACI)				
R-H SYSTEM	51	13	38	25.5
	30	5	25	16.7
TOTAL	**261**	**121**	**140**	**46.4**
SCORE PREVIOUS WEEK	243	109	134	44.9

BMI

CHICAGO

By HAL TATE

HARRY HOLCOMBE at the Grant Agency tells us that they are keeping their prize package "Dr. I. Q." on NBC even though Mars Candy relinquished the program last week. He hopes to announce the name of a new sponsor soon. Mars is retaining its "Curtain Time" program over NBC.

WCFL announcer Mal Bellairs is a father for the third time. His two boys now have a baby sister, Patti Lynne.

WCFL's Bill Harmon back at the station after four weeks of fishing up Michigan way.

Mr. and Mrs. Ed Scott are the parents of a son, Christopher Alan, born October 7th at St. Francis Hospital. Ed's a member of the WBBM announcing staff.

That "sleeper" Frankie Laine recorded here very quietly the other week-end was "Satan is a Lady." It'll be out on the Mercury label soon.

Sil Aston, WAIT manager, back from a New York business trip with a sheaf of contracts including a "spot" schedule for Cavalier cigarettes in his pocket.

WAAF manager Brad Eidmann says his station won't go full-time till May or June of next year. The FCC gave the station the okay for 5,000 watts full-time but it will be that long before equipment and facilities can be completed.

Bernie Howard, package producer, who is the owner of the "Name the Movie" idea, is planning to develop the show into a gigantic movie giveaway program.

Dick Wells, popular free-lance announcer, back from a business trip to Louisville where he reports all Louisville was shocked by the sudden death last week of Pete Disney, WHAS program director. Latter died of an intestinal ailment contracted while in service in Italy.

Ed McElroy emceed a full show at Vaughn General Hospital last week. Talent line-up included the Art Van Damme unit.

Revere Camera will start sponsorship of "A Date With Judy" over ABC on November 10. Roche, Williams and Cleary, Chicago, handles the account.

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: WOR's top brass in a huddle regarding their TV sitcheayshun and trying to figure out ways of pumping some blood into the anemic schedule. . . . Looks like ABC-TV on the coast will go seven days a week, instead of the five-day sked they're now on. . . . Ted Granik's NBC simulcast of "American Forum of the Air" tees off Sunday at 4:30 p.m. out of Washington. . . . Herb Sheldon's first short for Universal-International (out of a series of 4) opens at the Criterion Theater today. Tagged "You Don't Say," it's Sheldon at his funniest. . . . The Eve Wygod beauty salon signed for a 13-week spot on the Bea Kalmus WMGM midnight stanza. . . . Roger Kay, his TV-stable already heated up with Mady Christians, Lionel Stander, Paul Lukas and others, has inked Gene Rayburn, the WNEW disk jock. He's got an hour TVariety series in mind for him. . . . Lester Lewis has set a new Eloise McElhone show for DuMont slated to start Nov. 8th. . . . Eagar Kobak denies reports he might enter station rep. field. . . . Carlos Franco, former Y & R exec. joining Kudner on the 31st. . . . Elaine Williams, one of television's loveliest, joins "Captain Video" this week in a running part as Moysing, a Chinese lass. . . . CBS-TV building a new half hour domestic comedy series around Al Bernie to fill the Wed. 9:30 p.m. slot.

☆ ☆ ☆ ☆

● ● ● FOR THE RIPLEY DEP'T: WDTV, only television station in Pittsburgh, hasn't single television camera on the premises! They just use films and what's fed them from other webs. What's more, rumor has it that they're one of the few TV stations in the country operating in the black. (Maybe that's the way to do it, huh?).

☆ ☆ ☆ ☆

● ● ● The Waldorf's famous luncheon fashion shows will become a weekly WABD feature starting this Friday. Feature of the new series, besides showing the latest in fashions and vogues, will include a theme varying from week to week and a "celebrity table" around which will be women identified with the theme of the week. Opening show, arranged by B. Altman, will be "Beauty After 40," which is the title of a new tome by Edyth Thornton McLeod, a guest of honor. Others at the celebrity table will be Emily Kimbrough, Stella Unger, Cornelia Otis Skinner, Gloria Swanson, Irene Rich and Ann Harding. The program, staged in the Sert Room, will be seen every Friday from 1:30 to 2:00 p.m.

☆ ☆ ☆ ☆

● ● ● MANHATTAN SEEN-ery: Louis B. Mayer digesting the electric news bulletins flashed on the Times Sq. Bldg. . . . Irving Berlin, Dean of Tune-Pan-Alley, circled by autografans outside of Sardi's . . . Mary Kay and Johnny Stearns, television's first family, dining at the Fireside Inn. . . . Jack Gilford, who sez he's tired of eating his wife's biscuits. "If you had to lift them," he claims, "you'd be tired too." . . . Jack Pearl, at Bill Bertolotti's, relating that he's concentrating entirely on TV and just thumbed down B'way musicomedy plans.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Eunice Howard drops the col'm a line to tell us she's wed to Ray Maxwell. . . . Mariners Quartet getting heavy mail response from their airing of "Leprechaun's Lullaby." . . . Lew Herbert, usually cast as a guardian of the law, switched sides on Bill Gargan's TV series and turned in a bang-up job as the kidnaper-counterfeiter menace. . . . Chalk up another great show for Irving Mansfield's 'This is Show Biz" last Sunday. One of the high spots was Sam Levinson, the reformed school teacher who is now earning 2000 bux a week for the same spiel he used to hand out to the kids for free.

SAN FRANCISCO

By NOEL CORBETT

GENE ENGLE is planning a remote from his Gene's Restaurant comparable to the interview type show he had during the war. Gene's is favorite hangout for newspapermen, radio, stage and screen stars.

Milt Samuel, Young and Rubicam press head on the coast in town during a swing of Western cities.

Lloyd Yoder, one-time NBC manager here, now top man at KOA, Denver, due in town the end of the month. With him will be his wife, the former Betty Marino, who, with her violin starred on many programs emanating from here when KPO-KGO was Coast headquarters for NBC.

Bill Cullenward, new press information manager at KCBS, was formerly an airline publicity rep and beat the drums for the late Tom Breneman.

Here 'N' There . . . Madolin Bingham has joined the Abbott Kimball Company as account exec. . . . Louis Marchi is now in charge of Beaumont and Hohman's Portland office. . . . Kirk Torney is now the Northern California rep for Hoffman Radio. . . . David Meblin, KSFO-KPIX talked on "Television—Entertainer, Educator, Merchandiser" at the Palace Hotel for the University Club group. . . . Beaumont and Hohman are the agency handling spots for 200 Western stations plugging Pacific Greyhound Bus Lines. The budget carries a fifty per cent increase over last year. . . . Hale Brothers (department store) and Motorola, Inc., are sponsoring twelve of the local Shamrock Ice Hockey team games.

The first serious study of a new literary form
Radio AND Poetry
by MILTON ALLEN KAPLAN
Everyone interested in radio as a primary medium of communication and culture will profit from this analysis of the development of a new literature—poetry in radio. Dr. Kaplan follows the record of the use of poetry in radio from its role as "fill-ins" to the emergence of the radio verse play, and points out unexplored literary and cultural possibilities of radio and television. $4.50
At all bookstores, or order from
COLUMBIA UNIVERSITY PRESS
Morningside Heights, New York 27
Publishers of The Columbia Encyclopedia

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, October 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

SMITH VS. JONES AT TV HEARING

TELE TOPICS

A SHOW that should excite widespread interest and inspire a flock of imitations because it makes possible high quality entertainment at exceptionally low cost is "What Happens Now?", seen locally on WOR-TV. The idea of a group of actors improvising brief skits from a given situation or line of dialogue is not new to show business, but in video it is especially valuable since it eliminates all need for costly rehearsal. But it is doubtful if anyone can bring it off as well as The Improvisers, six young thespians who work so well together that they seem, at times, to anticipate each other's lines and actions. The skits they built were, at times, weak in development and in the punchline department, but the dialogue was very good —witty and sophisticated and, occasionally superior to that heard on many script shows. Show this week was not well paced, needing more variety in the type of material given the actors. . . . The Improvisers are Larry Blyden, Cecily Burke, Joyce Gordon, Ross Martin, Charles Mendick and Jean Pugsley. Nelson Olmsted is emcee.

●

CBS HAS DECIDED that Abe Burrow's talents are best suited to TV and is dropping his "Breakfast With Burrows" AM stanza in favor of a weekly half-hour video stint. Burrows will write and produce the new show, which will start early in December. AM'er folds after the Oct. 28 airer. . . . George Givot has checked out as permanent emcee of Versatile Varieties on NBC and guest hosts will appear each week, beginning Friday. Harold Barry will be the first. . . . "Red Feather USA," half-hour film made for the Community Chest campaign by the four webs, will be aired by ABC and DuMont tonite, by NBC on Thursday and by CBS Saturday. Featured in the film are The Goldbergs, Stop The Music, Milton Berle and June Havoc, Janet Blair and the Blackburn twins. David Rich, of CBS, coordinated the program and Ira Marion, of ABC, scripted. Robert Saudek, ABC; John Hundley, CBS; Edward Carroll, DuM, and Sterling Fisher, NBC, supervised the project for the nets.

●

KATHI NORRIS' DuMont daytimer, "Your Television Shopper," marks its first anniversary next Tuesday. On Monday it will receive a birthday present in the form of a contract from Saks-34th bankrolling the first half-hour of the show across the board. Program is completely sold out, other participants including Aborn coffee, Goodman, Gravy Master, A&P, Habitant soup, Plasta starch, McKesson & Robbins and Revere Copper & Brass. . . . Stokey & Ebert have scheduled a half-hour film version of Dickens' "A Christmas Carol" for immediate shooting at Jerry Fairbanks Studios, using Fairbanks' recently developed three-camera filming technique.

Commissioner Infers Philco Veepee Favors RCA, But Is Accused, In Turn, Of 'Pitching' For CBS; McIntosh Describes Color-Video System Of C.T.I.

(Continued from Page 1)

vanced. The five principles offered are as follows:

(1) The standards must be such as to permit the public individually, and at their personal option, to be able to have either black and white or color reception with no loss of program service either way.

(2) Both color and black and white must be transmitted on a single set of standards so that each type of signal can be received interchangeably on either a black-and-white or color receiver.

(3) The standards must provide a quality of service at least as good as that now provided by the present commercial standards.

(4) The continuity of existing service to receivers in the hands of the public must be maintained. Any proposal of non-compatible standards must include a detailed program to accomplish this purpose.

(5) In arriving at these standards there shall be no experimenting at the expense of the public, and the Commission will require assurance for the public that the system has been thoroughly proven before authorization of commercial service.

Although insisting he was not seeking to rule out the CBS system, Smith said he felt it incumbent upon anyone offering a system less than completely compatible with present standards for black and white to advance "a transition plan." Such a plan, he said, must accomplish the following objectives:

(A) It must maintain, and even expand, current black and white service on present standards to avoid hardship to the public and serious setback and unemployment in the industry.

(B) It must provide a real incentive to the public to purchase new receivers incorporating both the present standards and the new non-compatible standards by offering them sufficient value to make that extra expense justifiable and wortbwhile to the individual purchaser.

(C) After a substantial audience has been built up with receivers incorporating both standards it must provide a procedure for gradually reducing service on the old standards again at no inconvenience or harm to the public.

Smith's testimony followed an appearance by Frank H. McIntosh, consulting engineer representing Color Television, Inc. McIntosh gave a detailed analysis of the CBS and RCA systems. The CBS system, he said, would degrade TV pictures and at the same time force conversion expense up to $150,000,000 on the owners of the 3,000,000 sets which will be out by the end of the year.

In addition, he said the CBS system uses far more bandwidth than the CTI system. Were the CTI system adopted, he said, it might be possible to provide five additional channels without loss of quality—but he stressed that neither he nor CTI recommends reduction in channel width.

McIntosh also attacked the CBS proposal for a double standard for black and white and color TV on the ground that it would mean two sets of scanning circuits in receivers to be made. He said further that it would complicate the sending process because network operation would either have to be rigid or studio equipment would have to be in duplicate, and he added:

"If, on the other hand . . . all stations were to be required from now on to employ the CBS proposed standards, whether they were broadcasting in monochrome or in color, the Commission would find itself in the position for forcing monochrome as well as color stations to go to the expense of converting their stations for an inherently degraded picture."

Monochrome TV Going Ahead Despite Color Talk - Raibourn

Expansion of TV "is not being slowed up by talk of color," Paul Raibourn, vice-president of Paramount Pictures, said last night at the first American Television Society meeting held during the new season.

"For a time," Raibourn said, "the whole country was fooled by words. But now we know. Black and White television very definitely is not frozen. Existing licenses cover 82 per cent of the effective buying income of the country, and how can anything be frozen in its tracks if it covers 82 per cent of the economic potential of the United States and has only covered seven per cent of this potential?"

Pointing out a $15 billion decline in gross national product, Raibourn said "more advertising is needed to stimulate consumer demand if the high level of prosperity in the immediate past is to be maintained." TV, he added, is "the only instrument in a long time" with the power to expand distribution as necessary.

"The one thing we almost certainly can count on if the industry is left alone to develop naturally," he concluded, "is a circulation of 40,000,000 television receivers in this country by 1956."

RCA Accused By CBS But Denies TV 'Delay'

Washington Bureau, RADIO DAILY

Washington—CBS threw the book at RCA yesterday as it asked the FCC to deny the RCA request for a two-month delay in the camparative color TV demonstration slated for next month. The delay petition was based solely upon considerations of personal advantage for RCA, said CBS, as it asked that, unless the Commission plans to turn down the RCA request, it hold oral argument on the matter.

The FCC will hold an executive session tomorrow morning to decide what to do.

RCA did not present its true reasons for desiring delay, said CBS. Inspiring the request, CBS said, may be any one of several reasons:

(A) The hope that in two months RCA technicians can devise some improvements in the present RCA system, or a new system, "which will rescue RCA from its present embarrassed position;

(B) Realization that a comparative demonstration will make the RCA system look even worse than demonstrations thus far, with the desire to postpone the day as long as possible;

(C) That "RCA, as the parent of NBC, has an interest in extending the freeze in view of the fact that NBC may enjoy certain competitive advantages as long as the freeze exists, in single station markets"; or

(D) That RCA wants to delay the day its patent supremacy in TV is whittled away.

RCA, replying to the CBS opposition to the RCA request for a postponement of the comparative demonstrations of color television planned by the FCC, last night filed with FCC the following statement:

"The RCA petition sets forth the engineering reasons why the postponement of the comparative demonstrations is necessary to a fair and complete comparative demonstration as between the color television systems proposed in those (FCC) proceedings. The CBS opposition does not challenge these reasons.

"The argument set forth in the CBS opposition consists of no more than efforts on the part of CBS to obtain a premature decision based upon inadequate facts in favor of its system. It completely ignores the fact that the public interest can be served only by a sound decision and not necessarily by a quick decision.

"CBS' fabrication (in paragraph 1 of its opposition) of the bases for RCA's petition for a 60-day postponement is as presumptuous as it is false.

"The public interest definitely requires that the short extension requested by RCA be granted in order to enable the Commission to make a determination based upon adequate facts as to what color television standards should be adopted."

AGENCIES

FRED B. MANCHEE, vice-president in charge of research and marketing, Batten, Barton, Durstine & Osborn, Inc., will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, tomorrow, October 27th. His subject will be "Methods in Market Research." The meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

KOTV, Tulsa, Okla., has engaged Adam Young Television Inc. as national representatives for the station. KOTV will be in commercial operation on Oct. 30th and will carry all networks including the Paramount Television Network of Los Angeles.

FOOTE, CONE & BELDING INTERNATIONAL has been appointed by the Joint Biscuit Manufacturers of Great Britain for a campaign in the New York area during the holiday season. The six biscuit firms represented have 350 retail store outlets in the metropolitan area.

HARRY A. BERK has resigned as president of the Foote, Cone & Belding International Corp. He is succeeded by Emerson Foote, president of Foote, Cone & Belding, the parent firm.

EMIL MOGUL CO. has been appointed by the Gem Packing Co. for American advertising of Gem Oil.

WILLIAM A. BARTEL, formerly vice-president and director of John H. Cairns & Co., has joined the executive staff of Ellington & Co., Inc.

FELIX BRENTANO has been named radio and television director of the Lester "L" Wolff Advertising Corp.

CARLOS A. FRANCO will join the Kudner Agency in an executive capacity, effective Oct. 31.

Transit Radio Popular, St. Louis Survey Shows

(Continued from Page 1)

the innovation, according to Transit Radio, Inc.

The survey covered 737 out of 2,600 Public Service drivers; 1,000 of the vehicles are radio-equipped. Seventy-five per cent voted in favor of radio, 15 per cent had no opinion, and 10 per cent were against radio. Of the latter group, 5 per cent said they would withdraw their objections if corrections in programming or presentation were made.

According to Public Service, 64 of the drivers polled said that transit radio had helped their relations with passengers, and 19 per cent reported refusals by passengers to ride in buses which were not radio-equipped. The programs were supplied to Public Service by KXOK-FM, St. Louis.

COAST-TO-COAST

Student Talent Program Skeduled

Boston, Mass.—Local junior and senior high school students have a chance to try out their musical or dramatic talents over the air on WCOP's "Student Radio Club" show, which is heard Saturday mornings. Pepsi-Cola sponsors the amateur talent shows weekly, over WCOP and WCOP-FM, every Saturday from 11:30-12 noon. Cash prizes will be awarded weekly to the three top winners.

Panther Vs. Mountaineers

Pittsburgh, Pa.—The University of Pittsburgh's Golden Panthers met the West Virginia Mountaineers at Morgantown Saturday, Oct. 8 at 1:45 p.m., marking the third consecutive Saturday they have met New Year's Day Bowl winners. KDKA broadcast the game from Morgantown with Woody Wolfe and Bill Sutherland at the mikes.

News Program Changes Time

Corvallis, Ore. — The "Veterans News Review," which is heard weekly on KOAC, changed day and time on Thursday, October 20. Dewey Standish of the Veterans Administration office, who regularly presents the program, will be heard on Thursday nights at 8 o'clock instead of Wednesday nights at 8:30 as in the past. The series of news programs brings information of special interest to World War II veterans.

Stookey Celebrates Anniversary

St. Louis, Mo.—Charley Stookey, KXOK farm editor, celebrated his 17th anniversary in early morning radio. Stookey originated the Farm Folks Hour at KMOX in 1932.

Melton Serenaded

Scranton, Pa.—When Metropolitan Opera tenor James Melton arrived here, he was greeted by the 50-piece Pittston High School Band, hundreds of fans and 15 antique automobiles. Melton was presented with a key to the city and landed on the front pages of the local newspapers.

Red River Dave Returns

San Antonio, Tex.—Red River Dave, WOAI's western singing star, is back on the air with a new five day a week early morning broadcast for a quarter-hour. The L & M Co., of St. Louis, plastic manufacturer is sponsor on Mon. Wed. and Fri., while Grove's Bromo Quinine is sponsor on Tues. and Thurs.

Perfect Score For WNJR

Newark, N. J.—Harry Goodwin, general manager of WNJR, has announced that the station employees had rung up a 100 per cent record for Community Chest contributions. Drive was handled by Harry A. Wapshare, chairman, and the 65 employees participated.

Bob Moore Show Extended

Lawrence, Mass.—The Bob Moore Show, featuring the former Hollywood announcer and emcee as maestro, will be heard a half-hour longer beginning immediately. The closing time (2 a.m.) remains the same, but he will begin at 11:30 p.m. instead of midnight.

Repeat Performance

Canada—A possible audience of from three to four million Americans may hear the repeat performance of Benjamin Britten's Opera "Peter Grimes" by the CBC Opera Company scheduled for the Trans-Canada network. The broadcast will also be carried by station WNYC in New York City.

Hadley Is Resourceful

Providence, R. I.—When Bill Hadley, special events producer for WPJB, the FM station of the Providence Journal Company, went to the Mall, in downtown Providence to tape a UN Week program for the later broadcast, he had no nearby electric outlet into which a recorder could be plugged. Search revealed an outlet in a nearby sewer. Hadley found the line dripping wet from the underground moisture but still live, so he plugged in and got his program on schedule.

SOUTHWEST

DOROTHY CANTRELL,, former account executive and radio director of Albert Evans Advertising Agency of Fort Worth, has resigned to become assistant to J. W. (Jake) Rike, general manager of J. B. Taylor, Inc. of Dallas. Miss Cantrell, long prominent in Texas advertising and radio, has been added to the Dallas agency as part of an expansion program that will heavily accent radio.

Red Arrow Laboratories of Waco, has signed for "Ida Red and Her Kentuckians," three times a week on KWFT, Wichita Falls, and KLYN, Amarillo. Programs will originate in the studios of KWFT each Tuesday, Thursday and Saturday at 7:45 a.m., and will feature the five piece hillbilly combo for Red Arrow Penetrating Liniment and Red Arrow Cold Preparations. Contract for 52 weeks was placed by Ira DeJernett Advertising Agency of Dallas, through Paul Girard Company, regional representative of KWFT and KLYN.

WBAP, Fort Worth, has just signed another 52-week contract with Ben E. Keith, local wholesaler and distributor for the 7:45 a.m., Monday, Wednesday, Friday, "Fruit Express." New contract marks the 11th consecutive year for program, sponsor and station. Frank Mills, WBAP chief announcer continues as producer and emcee.

Paydirt

If you're prospecting for *sales* in a great Midwest market, consider the paydirt struck by Kroehler Furniture Company with its program on WOWO. Here are quotes from dealers scattered through WOWO's 59-county BMB area:

"50% increase"—Argos, Indiana (60 miles from Fort Wayne)

"20% increase"—Wabash, Indiana (42 miles from Fort Wayne)

"50% increase"—Farmland, Indiana (60 miles from Fort Wayne)

"63% increase"—Kendallville, Indiana (27 miles from Fort Wayne)

And from the Kroehler outlet in Fort Wayne itself comes a report of a 35% upturn in sales! To get this kind of reaction to *your* promotion, check WOWO or Free & Peters for availabilities!

FORT WAYNE ABC NETWORK AFFILIATE **WOWO**

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 18 NEW YORK, THURSDAY, OCTOBER 27, 1949 TEN CENTS

OPTIMISM HIGHLIGHTS SKYTOP MEET

Hennock Aid To Jones In TV Bout With Smith

Washington Bureau of RADIO DAILY

Washington — Philco's vice-president, David B. Smith, spent most of yesterday repulsing attacks from Robert F. Jones and Frieda Hennock, of the FCC, both seeking to shake his position that another color hearing will be needed and at least another year of lab work and testing before color standards can be adopted by the Commission. It won't be five years or ten years, he said confidently, but it will be at least another year.

Both Jones and Miss Hennock

(Continued on Page 11)

Searle & Parks Acquires Whodunit Sales Rights

Hollywood — Exclusive distribution and sales rights to a top mystery airer on the coast, "Let George Do It," depicting the adventures of George Valentine, has been announced by Searle and Parks, Inc.

Wayne Tiss, vice-president in charge of the Hollywood office of BBD & O, representing Standard Oil Company of California, said that Don Searle and James Parks will control the radio package in all

(Continued on Page 4)

'Superman' Not For Tots In Its New ABC Format

"Superman," originally slanted at young listeners, will emerge as mystery-and-crime-detection show aimed at adults when it bows on ABC Oct. 29, 8:30-9 p.m., the network said yesterday.

"Superman" was last heard on

(Continued on Page 9)

Going, Going, Gone

Pekin, Ill.—WSIV, which airs a daily "Swap Shop" program, got a card the other day from a listener in Bloomington who is either an overstocked undertaker or has a macabre sense of humor. "We have an unusual swap for you," he wrote. "One used casket and one used monument. Will swap for anything of equal value."

Civic Series

The U. S. Chamber of Commerce will inaugurate a new 15-minute weekly series, "This is Our Town," on ABC, Tuesday nights, 10:45 p.m. Highlighting a different city each week, the program will detail the functions of the town's business firms, and their contribution to America. The Chamber of Commerce will share the Tuesday night period with the National Assn. of Manufacturers, in alternate 13-week cycles.

Transit Radio Adds 128 New Sponsors

One hundred and twenty-eight new sponsors have been added to Transit Radio since September 1, it was announced yesterday by Frank E. Pellegrin, vice-president in charge of sales.

The figure includes new sponsors added nationally and locally by the 14 Transit Radio stations reporting. Total sponsors on the music-as-you-ride medium in buses and street cars is now 393, Pellegrin said.

New national advertisers to the

(Continued on Page 12)

Bing Crosby Sponsored On 4 Alaska Stations

Liggett & Myers Tobacco Co. has extended its sponsorship of the "Bing Crosby Show" on CBS to include the facilities of the Alaska Broadcasting System: KFQD, An-

(Continued on Page 3)

Members Of 3rd District, NAB, Hear Sales Even, Or Better, Than '48; Miller Cites 'Merchandising'

By FRANK BURKE
Editor, RADIO DAILY

Skytop, Pa.—If the attitude of broadcasters attending the 3rd District NAB convention at Skytop Lodge is any indication of the commercial outlook for radio, the business of broadcasting is a growing institution. A survey of NAB members attending the meeting indicates that commercial

(Continued on Page 2)

Pioneers Launching Membership Drive

Potential membership of the Radio Pioneers Club was estimated at more than 1,500 yesterday by Carl Haverlin, president of BMI and chairman of the club's membership committee.

The usual $10 initiation fee has been waived for the duration of the current membership drive, Haverlin disclosed. Instead a special "pack-

(Continued on Page 9)

Coast Toy Maker Plans $100,000 Radio Campaign

West Coast Bureau of RADIO DAILY

Los Angeles—The local office of Buchanan & Co. has been appointed by Toy Productions of Hollywood, Inc., to handle a $100,000 Christmas toy promotion to begin Nov. 7 and run until Dec. 13. Radio will be used exclusively.

The product, to be marketed na-

(Continued on Page 2)

Continental Renews 'Grand Slam' On CBS

Continental Baking Co., New York, for Wonder Bread and Hostess Cakes, has renewed its sponsorship of "Grand Slam," CBS musical quiz

(Continued on Page 3)

4-A Postpones Vote On Tele Authority

Resolution to postpone action for not more than three weeks on the formal creation of Television Authority was unanimously passed by the International Board of the Associated Actors and Artistes of America at the Hotel Astor yesterday, it was announced last night by Paul Dullzell, president of the 4A's.

The matter will not come up again

(Continued on Page 11)

Women Broadcasters Set Annual Confab, Nov. 5-6

The Assn. of Women Broadcasters of the NAB, District 2, will hold its annual conference, Nov. 5 & 6, at the Hotel Astor, New York City, it has been announced by Doris Cor-

(Continued on Page 9)

Out-Of-Home Audience Vital, Beville Tells Research Men

The industry can no longer afford to ignore the out-of-home radio audience, because it is "substantially greater than generally surmised" and because overall radio listening, both in and out of home, "will come back into its own side by side with television viewing" as the novelty of the newest medium wears off, NBC director of research Hugh M. Beville, Jr., told the 8th annual luncheon meeting of the Pulse, Inc., at Biltmore Hotel, here, yesterday.

Beville charged that heretofore radio researchers have concentrated too much on measuring only home listening with the result that advertisers have been unable to obtain a true picture of their audience. He also declared that "most radio research techniques have failed to keep up with the development of radio listening habits within the

(Continued on Page 12)

Salesmanship

Schenectady, N. Y.—Earl Pudney, WGY disc-jockey, learned last week that listeners are apt to take things literally, no matter how playful the statement. Pudney remarked one morning that he'd be happy to stand on his head on a busy street corner if it would help the lagging Community Chest drive. Pudney did; it helped—he collected $45.31.

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FRANK BURKE : : : : : Editor
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Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
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SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/8	8 1/8	8 1/8	— 3/8
Admiral Corp.	28 5/8	28	28 1/2	+ 1/2
Am. Tel. & Tel.	144 1/4	144	144 1/4	+ 1/4
CBS A	24 1/2	24 3/8	24 1/2	...
CBS B	24 1/4	24	24 1/4	— 5/8
Philco	30 5/8	30 1/4	30 5/8	+ 1/2
Philco pfd.	82	81 3/4	81 3/4	+ 1/4
RCA Common	13	12 3/4	13	+ 1/8
RCA 1st pfd.	70 3/4	70 3/4	70 3/4	+ 1/4
Stewart-Warner	12 7/8	12 7/8	12 7/8	+ 1/8
Westinghouse	29 1/2	28 5/8	28 3/4	— 1/4
Westinghouse pfd.	99 1/8	99 1/8	99 1/8	+ 3/8
Zenith Radio	29 1/4	29	29 1/4	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 3/4	15	...
Nat. Union Radio	2 7/8	2 3/4	2 3/4	— 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	19 3/8	20 3/8
Stromberg-Carlson	13 1/2	14 3/4
U. S. Television	3/8	5/8
WCAO (Balt'more)	16	...
WJR (Detroit)	7 1/4	8 1/4

Howard P. Fraser

Montgomery, Ala. — Howard P. Fraser, 57, auditor, Montgomery Broadcasters, Inc., died of a heart attack at his desk. A native of New Hampshire, he had been a resident of Montgomery for 19 years.

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One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
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Optimism Keynotes Opening Of 3rd District, NAB, Meet

(Continued from Page 1)

sales this year are holding up well, and in many instances, running higher than last year. The broadcasters, almost to a man, admit that they have had to get out and sell but their salesmanship has paid off in new local business, increased national spots, and program innovations that are paying off.

Justin Miller, president of NAB, who has been making a swing around the circuit of NAB district meetings, shares the business optimism of the meeting. Judge Miller recalls that AM broadcasters were pretty glum after the Chicago NAB convention but this pessimism disappeared as the summer progressed and today they are merchandising their radio and local business is on the upgrade.

Pioneer Spirit

Skytop, Pa.—Carl Haverlin, BMI president, not only did a good job of presenting a progress report on the industry music organization, but landed some new members for the Radio Pioneers. Among those signed up at the session were Vic Diehm of Hazleton, Pennsylvania, who has been in radio for 23 years.

Declaring that intensified sales and creation of new time users is the answer to radio's economic problems, Victor Diehm, general manager of WAZL, a potent 250-watter at Hazleton, Pennsylvania, shares Judge Miller's enthusiasm. Diehm said that business at his station had increased this year and that his sales force had been able to induce many new accounts to use radio for the first time. He spoke of automobile accessory firms, home appliance retailers, and florists as examples of new time users.

Another broadcaster who believes that radio is potent as a sales force and will remain so for many years is Thomas Tinsley, general manager of WITH, Baltimore, Md. Tinsley emphasizes the importance of getting out and selling as the cure-all for any ailing station. He said it was always the policy of his station to bring the advertising message of radio to the advertiser and through this personal contact many new accounts have been added to the station's time users.

George D. Coleman, NAB district director for the 3rd District, is also an optimist regarding the potentialities of radio. His enthusiasm is likewise shared by Clair McCullough, NAB director at large, who sees no conflict between radio and TV and is happy about the radio billings.

One thing certain in surveying the broadcasters' opinion is the fact that those operating FM stations, in addition to AM, are not finding FM profitable and are using it as a supplementary service. All seemed to think that high fidelity has a place in radio communications but that it is a tough sale commercially.

At yesterday morning's session Kenneth Baker, NAB research director, gave the broadcasters a preview on BMB's second study. Costs, profits and labor matters were also discussed at a panel meeting presided over by Frank Smith, WBVP, Beaver Falls, 3rd District employee-employer relations chairman.

The afternoon session heard President Miller speak on "NAB and you" and also listened to a report by Carl Haverlin, president of BMI, on the unprecedented progress of the industry's music organization.

Sales problems will be the topic of this morning's session with J. Robert Gulick, WGAL, Lancaster, 3rd District sales managers' chairman, presiding. This session will be followed by Maurice Mitchell's presentation of the Broadcast Advertising Bureau's message and sales promotion plans.

Coast Toy Maker Plans $100,000 Radio Campaign

(Continued from Page 1)

tionally, is a singing and talking mechanical toy set of Bugs Bunny and Porky Pig, Warner Bros. cartoon characters.

COMING and GOING

HUGH A. MITCHELL, manager of the McCann-Erickson offices in London, Paris and Frankfurt-am-Main, is en route to his London headquarters following a five-week visit at the agency's main offices in New York.

NORMAN BLACKBURN, national television program director for NBC, is spending this week in Chicago on business. He'll be back Monday.

CARL MARK, vice-president and general manager of WTTM, Trenton, N. J., and FRED BERNSTEIN, sales manager of the station, are in town for conferences with station reps and officials of NBC.

PETE FINNEY, Kudner agency executive on the Admiral account, is in Chicago for a few days on business.

AL HUGHES, radio editor of the Christian Science Monitor, a visitor yesterday at the headquarters of NBC. He'll be here for the rest of the week.

JEAN MEREDITH, radio publicist in the Hollywood office of Benton & Bowles, is spending two weeks in New York to co-ordinate publicity for West Coast programs.

JIM LUCAS, director of programming for Associated Program Service, is back in New York following a trip to Philadelphia, Baltimore and Washington, where he visited Associated subscribers.

Wedding Bells

Joanne Himmel, researcher for Tex and Jinx McCrary, yesterday announced her engagement to Michael Dann, trade press editor of NBC. They plan to be married before the end of the year.

Not a worry in the world



A little milk. A sunny day. Pleasant company. That's all it takes to make these puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W-I-T-H.

You can do so *much* with so *little* on W-I-T-H! W-I-T-H produces low-cost results by delivering more listeners-per-dollar than any station in town. Get the full story from your Headley-Reed man today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

AGENCIES

JOHN E. PEARSON, owner of the John E. Pearson Company, radio and television representatives, has announced the appointment of Russel Walker, Jr., as manager of the New York office of the organization. The appointment is effective immediately. Walker has been with The Pearson Company for one and a half years and prior to joining the company was on the sales staff of WMGM and WQXR.

JOHN G. STILLI, JR., Philadelphia, has been named advertising and sales promotion manager for Westinghouse stations WBZ and WBZA, Boston, and the affiliated FM and television stations. Stilli assumes his new position immediately, replacing Lynn Morrow, who is leaving the company to take up permanent residence in Florida.

YOLEN, ROSS AND SALZMAN, INC., announces the appointment of Helen Shapiro as public relations coordinator of the Ronson Art Metal Works, Inc., activities. Prior to joining YR&S Miss Shapiro was associated with David Malkiel Advertising Agency in Boston.

LOWE RUNKLE COMPANY, Oklahoma City, Okla., has been elected to membership in the American Assn. of Advertising Agencies.

DONALD L. LUFTIG, formerly with the Mutual Broadcasting System, and more recently with the Art Franklin Associates and Paul Benson publicity offices, has joined the public relations firm of Walter Kaner Associates, New York.

HOMASOTE COMPANY, Trenton, N. J., makers of insulating and building boards, have appointed R. T. O'Connell Company as their advertising agents.

ALFRED PAUL BERGER COMPANY, INC., has been appointed advertising agency for Paveau, Inc., New York, distributors of fountain pens and mechanical pencils.

GEORGE R. BROWDER has been named assistant director of advertising and merchandising for the Hudson Motor Car Co., Detroit.

New Gov't Lab.

Washington—The House has passed and sent to the White House a bill to authorize construction of a new $4,475,000 radio laboratory by the National Bureau of Standards. The lab will be used for radio wave-propagation studies, both for commercial and military purposes. The bill does not appropriate the funds for the project, which will have to be provided by a separate bill.

Bing Crosby Sponsored On 4 Alaska Stations

(Continued from Page 1)

chorage; KFRB, Fairbanks; KINY, Juneau, and KTKN, Ketchikan, it has been announced by Pan American Broadcasting Co., international station reps.

This is the second national advertiser to announce the extension of its CBS network program to include the four Alaska stations. Coca-Cola Co. extended its "Charlie McCarthy" program to Alaska two weeks ago.

The agency representing Liggett & Myers is Newell-Emmett.

New CBS Drama

"Pursuit," a new half-hour weekly adventure series on CBS, will bow on Thursday night at 10:30. On Dec. 1 "Pursuit" will make way for "Skippy Hollywood Theater," and move into a new time slot to be announced later by CBS.

Continental Renews 'Grand Slam' On CBS

(Continued from Page 1)

program, effective Nov. 21, it has been announced by William C. Gittinger, CBS vice-president in charge of sales. Agency is Ted Bates & Co. of New York.

Two Join WHOK

Lancaster, Ohio—Don Christian, former manager of WOUN, Athens, Ohio, has joined the announcing staff of WHOK, along with Jim Allread who has joined the engineering staff. Allread was formerly with WMRN, Marion, Ohio.

Commercial Contract Set

Amsterdam, N. Y. — WCSS announces that the Dobler Brewing Company, through its agency Woodard & Fris, Inc., has purchased a daily spot schedule to air the new Dobler transcriptions.

SOUTHWEST

Blaine Cornwell, former manager of St. Louis stations KMOX, KXOK and KXLW, has been been appointed program manager of KWFT, Wichita Falls, Texas, according to Charles Clough, general manager of the CBS North Texas outlet. Cornwell will continue his daily transcribed deejay show on KXLW in addition to a similar show on KWFT and associated stations.

"Bill Ring Time," strip program featuring the well known radio personality of that name, has been signed on WBAP, Fort Worth, by Young & Rubicam Agency for Purity Baking at 11:45 a.m., across-the-board. Program originates at KXYZ, Houston, and has Ring in his usual style backed by a 3-piece combo. Newspaper and billboard promotion are being used to spark the program.

POUGHKEEPSIE'S

only a few blocks away

A TRUE TALE THAT—TO US ANYWAY—PERSONIFIES THE POWER OF WOR AND WOR-tv



Let's call her Mrs. G.—though that's not really her name. Like any woman, she wouldn't dare admit her age, but we guessed it at about seventy or seventy-five. She wore a little blue hat and a dress to match and her hair was white and so were her gloves.

She asked a WOR receptionist, "Miss, could I see the man who makes the programs?"

Being an alert girl, the receptionist said, "Of course; won't you sit down?"

One of WOR's 30 or more men who "make the programs" came out to see Mrs. G.

"You know," said Mrs. G., "I come down to Macy's from Poughkeepsie* just about twice a year and today it occurred to me that I might drop into WOR and tell you people just how much Daniel, he's my husband, and I enjoy what you send us."

"Well, isn't that nice," said one of the men who "makes our programs."

She continued, "For more than twenty-five years the both of us have listened to you carefully. And now with your big television station, you seem closer than ever. In fact, we both feel our place in Poughkeepsie's only a few blocks away from WOR." And she added, "it looks to us like WOR-tv is going to be family-like, just like WOR. It isn't the same as the other television stations; it's different, it's warm and nice."

NOTE—the unique power of WOR—and now its sister station WOR-tv—to move the hearts and minds of hundreds of thousands of people on the Eastern Seaboard is, we feel, powerfully pictured in this little tale. For long more than a quarter century WOR's ability to create miracles for thousands of advertisers has been based on its technical strength to reach 35,890,000 people in 18-states and the Dominion of Canada with programs that are as natural and homelike as a family 'round the fireside. It's little wonder that we can honestly and truthfully say

WOR reaches the most people where the most people are

**which is 86 miles up the Hudson from a city called New York*

LOS ANGELES

By ALLEN KUSHNER

LEONARD SHANE, ABC news and special events dept. has resigned to operate Leonard Shane Agency, specializing in radio and TV bookings and packaging. The agency also will handle all media and publicity exploitation and promotion. Before joining ABC, Shane was sales manager for an eastern manufacturing company, and prior to that was Indiana-Kentucky manager of United Press.

Clair Weidenaar, ABC producer of "Breakfast in Hollywood" has been added to the contingent of the show flying to Honolulu, October 28th to originate the popular Jack McElroy airer from the Hawaiian metropolis during Aloha Week, October 24 through 31.

William D. Shaw, KNX-CPN assistant sales manager, addressed the monthly meeting of the Southern California Association of Advertising Agencies at the Rodger Young Auditorium on Monday, October 24. He spoke on "How Radio Pays Off."

Chet Huntley, KNX-Columbia Pacific Network reporter and news analyst, will leave October 31 for a six-week tour of Europe where he will interview world leaders, record news spots and gather material for future broadcasts.

Robert Howard, NBC head of National Spot Sales, announced the following sale: Five one quarter hours weekly on KOA, Denver, to the Los Angeles Soap Co. through Raymond R. Morgan Co.

Searle & Parks Acquires Whodunit Sales Rights

(Continued from Page 1)

territory except the 11 western states and British Columbia.

The show, now aired on the Don Lee Mutual network, has been sponsored by Standard Oil Company of California since September, 1946 and now is beginning its fourth year under that banner.

Searle and Parks are making the show available to network accounts east of the Rockies.

Bennett In HPL Post

Minneapolis, Minn. — Wendell Campbell, general manager of WCCO, CBS outlet, has announced that Roger Bennett will be director of the Housewives' Protective League at the Twin Cities station. Bennett replaced John Trent who assumes the Housewives' Protective League directorial post at WCAU, Philadelphia.

AC-DC Transcription Players
Tape, Wire, Disc Recorders
Sales—Rentals—Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● Bill Eddy is in Washington attending the FCC's color hearings. Reports that he is going to Brownsville, Texas to do some TV work for the oil millionaires are untrue even though Bill has purchased property down there. He's still continuing his Chicago Television Associates from Michigan City, Indiana and still has the same secretary, Marge Durnel, who joined him at WBKB five years ago. . . . Congrats to Carroll H. Marts on his appointment as sales manager of Mutual's central division. Carroll succeeds Ade Hult who moved to New York Monday as the network's sales head. The new Mutual sales head in Chicago joined the network seven years ago. . . . Melvin Miles, six-year-old child prodigy, goes to New York this week-end to assist Joe Kelly on the 'Quiz Kids" show.

☆ ☆ ☆ ☆

● ● ● The Radio Playshop of Northwestern University will celebrate its tenth anniversary this Sunday with a special show titled "A Murderous Marriage" and broadcast over WIND. Walter Kerr, author of "Touch and Go," wrote the script. Don Fedderson, chairman of Northwestern's School of Speech radio department, is faculty supervisor. . . . Art Holland, head of the Malcolm-Howard ad agency, planning to open a Los Angeles branch of the agency in the near future. Discussing television, he predicted that Chicago will reach the 300,000 mark before the end of the year. Latest figures released by the Electric Association show there are now 223,610 sets in the area. . . . Philco cancelling their "Multiscope" show over WBKB. . . . Insiders feel that Sealtest is making a mistake in cancelling the "Kukla, Fran and Ollie" for a two month hiatus in the middle of winter to concentrate on summer ice-cream sales. Who's going to watch a show in summer at six in the evening, they say, no matter how good it is? Bill Tillstrom reported not too happy about going off in middle of winter after establishing six o'clock time here on NBC.

☆ ☆ ☆ ☆

● ● ● W. H. Stellner, Motorola veepee, says TV set sales for his firm in September were highest in the company's history. They quadrupled last year's September set sales. . . . Admiral president Ross D. Siragusa toying with the idea of coming out with a plastic cabinet to house his TV set. . . . Stan Levey, WBBM's new assistant commercial manager, back from Florida where he escorted his ailing mother. . . . Les Weinrott has been appointed producer of the new College Inn show which will present a salute to itself instead of to Irving Berlin. The Sherman Hotel just couldn't get a legal okay from Berlin. . . . Producer Weinrott will use top radio and TV talent for his show including ace comic Cliff Norton.

☆ ☆ ☆ ☆

● ● ● All Chicago Class "B" stations have banned together in an unofficial boycott outlawing guest stars from local entertainment spots on their stations. Their theory is that if the theaters, night-clubs, etc. want publicity let 'em pay for it. The Class "A" stations realize the value of interviewing celebrities and are continuing to do so—and are happy to throw in a "plug" for the spot at which the star is currently appearing. . . . Louis Marget, son of the KVOX station manager, Manny Marget, is taking up radio and speech studies at Northwestern University. The elder Margets will come here from Moorhead, Minnesota on Nov. 5, to attend N. U.'s big homecoming game.

NEW BUSINESS

WNBT, New York: The P. J. Ritter Company, to advertise their Chili Sauce, has signed a 37-week contract for the 11:30 a.m. station break on Sundays. The order was placed through the Clements Company.

The American Tobacco Company, for Lucky Strike, has signed a 13-week contract renewing the 8:30 p.m. station break on Thursdays and contracting for the 10:30 p.m. break on Sundays. N. W. Ayer is the agency.

The Quaker Oats Company has signed a 13-week contract for 1-minute announcements at sign-on Sundays. The order was placed through the Ewing Agency in Chicago.

The Henry Heide Company, to advertise their candy, has contracted for one-minute announcements at station sign-on at 5:15 p.m. Wednesdays. The 13-week order was placed through Kelly, Nason Inc.

The local Chevrolet Dealers has signed a 13-week renewal for station breaks. The order, calling for the 8:00 p.m. break on Tuesdays and Wednesdays and the 9:30 p.m. break on Fridays, was placed through Campbell Ewald.

The Bowery Savings Bank has signed a 13-week contract for sponsorship of the 7:45 p.m. station break on Mondays. The order was placed through the E. B. Wilson advertising agency.

Lamont Corliss, for Ever-Ready Cocoa, has signed a 13-week contract for station breaks. The order, placed through Cecil & Presby, calls for the 5:30 break on Tuesdays, the 7:00 p.m. break on Fridays, and the 6:00 p.m. break on Thursdays.

The Forstner Chain Corporation has signed a 13-week renewal of the 8:30 p.m. station break on Saturdays. The order was placed through A. W. Levin Co.

WNBC, New York: The Premier Food Products Company signed a 13-week contract to sponsor the 9:00-9:15 a.m. portion of WNBC's Tex and Jinx McCrary program, Tuesdays and Thursdays, to advertise Sauce Arturo, and placed through the Peck Advertising Agency with William Rich representing the station.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Piracy-Copyright
INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive.
Carried Nationwide.
For details & quotations write
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg., Kansas City, Mo.



FRAN WARREN and CLAUDE THORNHILL are welcomed into RCA's fast-growing "Thesaurus Family" by Thesaurus star TEX BENEKE...and more big names will soon arrive!

RCA recorded program services

RCA celebrates the addition of m

"FRAN WARREN SINGS"



Thesaurus unites the dramatic voice and personality of Fran Warren with the distinctive musical direction of Allen Roth . . . couples a warm, intimate vocal style with a matchless orchestral accompaniment . . . and comes up with a fifteen-minute program your advertiser will be proud to sponsor.

FRAN WARREN SINGS is a local radio show, designed to appeal directly to your audience. Fran sings—songs old and new—for everyone, in a manner that assures every listener she is singing especially for him. Complete with original theme music and four opening and closing announcements in Fran's personalized style, FRAN WARREN SINGS is the vocal vehicle for your sponsor's advertising message.



Allen Roth, noted maestro of radio & television.

Here are two exciting *New* Thesaurus features, drawn Victor recording talent . . . wrapped in radio showma sale. The *New* Thesaurus brings you "the stars who most-promoted, best-known to your listeners, easiest

re and more big-name performers to the "THESAURUS FAMILY"

"CLAUDE THORNHILL *presents* WIN A HOLIDAY"



CLAUDE THORNHILL

his Piano and his Orchestra
featuring
Russ McIntyre, Nancy Clayton, and The Snowflakes

A *new* Thesaurus star and a *new* program idea!

Here's a nationally-popular band, adding new laurels to an established success record. Built into an easy-to-sell program, Claude Thornhill's music —sweet and danceable—will capture and hold an audience for your advertiser. A fresh, youthful mood and polished musicianship are blended with an innovation in transcribed programming that assures you of additional profits.

HERE'S THE BIG IDEA...

"CLAUDE THORNHILL presents Win A Holiday" is a musical show with a local-national contest angle. Your listeners are invited to name an original, untitled piano melody played by Claude Thornhill, cued in each weekly script to Thesaurus subscribers.

Local contest winners, judged by you, receive a Claude Thornhill record album—in addition to any locally-offered prizes—and an opportunity to become the big monthly national winner selected by Claude Thornhill and his judges.

Winners receive:

- ★ **round trip to New York City**
- ★ **accommodations at the Statler Hotel**
- ★ **show and supper at Billy Rose's Diamond Horseshoe**
- ★ **tickets to a top Broadway show**

—all with the compliments of Thesaurus.



. . . The SNOWFLAKES

n from the vast fund of RCA
arship, designed for local
o' take the hits". . . names
t to sell in your market!

RCA recorded program services

You enjoy these programming advantages

ONLY WITH Thesaurus

1. Programming on a continuing basis. Every Thesaurus artist and group record enough selections, during the year, to provide an abundant supply of programming material for you.

2. Steady flow of weekly continuity and special shows. Your scripting problems are taken over by our staff of network-experienced writers.

3. Greater number of broadcast hours. Thesaurus features fill your needs for every time segment, day and night, with sure sales appeal for local sponsors.

4. Promotion that ensures commercial sales. You receive a sponsor-selling brochure, and an audience-building promotion kit, containing up-to-date, locally-slanted advertising and publicity material, with Thesaurus artists and groups.

These features make Thesaurus a unique programming service . . . a means whereby you can offer your *own* powerful, individualized program packages to local sponsors . . . spelling new talent profits for you.



RCA's great "new era in Thesaurus' can help you to *more* sponsored programming—more economically, more effectively, more profitably... Inquire now for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street, New York 10, N. Y.
Chicago · Hollywood

Pioneers Launching Membership Drive

(Continued from Page 1)

age" deal has been set at $15, covering 1950 dues and the silver microphone lapel insignia. Prospective members must have been in the radio field for 20 years, "more or less consecutively."

Present membership of the club is well over 300, Haverlin said. New members include three CBS vice-presidents—the first to represent that network within the club: Lawrence W. Lowman, Herbert V. Akerberg, and Hubbell Robinson Jr. Other new members: J. Harold Ryan, Fort Industry Co.; John Elmer, president and commercial manager, WCBM, Baltimore; Clair McCullough, president, WGAL, Lancaster, Pa.; Sydney M. Kaye, vice chairman of the board, BMI; M. E. Tompkins, president, Associated Music Publishers; L. B. Wilson, president, WCKY, Cincinnati, and John V. L. Hogan, president, WQXR, New York.

Also Jules Seebach, program director, WOR, New York; Wayne Latham, program director, WSPR, Springfield, Mass.; F. E. Spencer, George P. Hollingbery Co.; R. Sanford Guyer, president and general manager, WBTM, Danville, Va.; Charles A. Wall, vice-president in charge of finance, BMI; George Nixon, Jarrett Hathaway and Russ Johnston, NBC; Les Biederman, president and general manager, WTGM, Traverse City, Michigan; Max Bastel, RCA Victor; C. K. Beaver, general manager, KTBS, Shreveport, La.; Sam Hayes, NBC Hollywood; Howard Hildreth, Mohawk Carpet Mills, Amsterdam, N. Y.; Eldon Park, vice-president and manager, WINS, New York; Al Nicoll, BMI, and Walter Benoit, Westinghouse Radio Stations.

Also Emilio Azcarraga, director, Radio Programmas de Mexico; Sol Taishoff, editor and publisher, "Broadcasting"; Jerry Franken, radio editor, "The Billboard"; T. R. Kennedy, "The New York Times;" Martin Codell, publisher, "TV Digest;" Frank Burke, editor RADIO DAILY.

'Superman' Not For Tots In Its New ABC Format

(Continued from Page 1)

Mutual, going off the air in June. Bud Collyer, who has enacted the title role for nine and a half years without missing a broadcast, will resume his chores in the ABC version.

Groucho Marx On CBS As De Soto Simulcast

West Coast Bureau of RADIO DAILY

Hollywood — The Groucho Marx show has definitely been sold to De Soto starting January 1st. The show will remain at CBS at same time and when it returns to air in fall of 1950, it will be simultaneously televised and broadcast.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of October 14-20, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Thousand Violins	Paramount
Ain't She Sweet	Advanced
Dime A Dozen	E. H. Morris
Don't Cry Joe	Harms
Downhearted	Orten Music
Fiddle Dee Dee	Harms
Four Winds And The Seven Seas	Lombardo
Georgia On My Mind	Peer
I Can Dream Can't I	Chappell
I Never See Maggie Alone	Bourne
It's A Great Feeling	Remick
Jealous Heart	Acuff & Rose
Just One Way To Say I Love You	Berlin
Last Mile Home	Leeds
Let's Take An Old Fashioned Walk	Berlin
Love Is A Beautiful Thing	Porgie
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
Maybe It's Because	Bregman-Vocco-Conn
My Bolero	Shapiro-Bernstein
Nothing Less Than Beautiful	Henry Spitzer
Now That I Need You, (Where Are You)	Famous
Room Full Of Roses	Hill & Range
She Wore A Yellow Ribbon	Regent
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Through A Long And Sleepless Night	Miller
Toot Toot Tootsie Goodbye	Feist
Twenty-Four Hours Of Sunshine	Advanced
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin

Second Group

TITLE	PUBLISHER
Bali Ha'i	Chappell
Five Foot Two, Eyes Of Blue	Feist
Give Me A Song With A Beautiful Melody	Witmark
Hop Scotch Polka	Cromwell
Huckle Buck	United
I Can't Believe It	Claremont
I'm Throwing Rice At The Girl I Love	Hill & Range
In Santiago By The Sea	Life Music
Just For Fun	Paramount
Let's Harmonize	Santly-Joy
Meadows Of Heaven	Laurel
My Own My Only My All	Paramount
Over The Hillside	Dreyer
River Seine	Remick
Rudolph The Red-Nosed Reindeer	St. Nicholas
Slipping Around	Peer
So In Love	T. B. Harms
Souvenir	Beacon
Story Of Annie Laurie	Santly-Joy
Why Fall In Love With A Stranger	Campbell
Wishing Star	Broadcast Music
You Told A Lie	Bourne
You're My Thrill	Sam Fox

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AWB Annual Meet Scheduled Nov. 5-6

(Continued from Page 1)

with, conference chairman of AWB.

The central theme for the 1949 conclave is "The Woman Broadcaster Looks Ahead." Highlighting the two-day meeting will be the panel discussions scheduled for Saturday morning and afternoon with leading women broadcasters and executives participating.

"This Week's Paycheck — Who Earns It, And How! Who Pays, And Why!" is the subject for the Nov. 5th morning meeting. The panel includes Gertrude Grover, of WHCU, Ithaca, N. Y.; Barbara Wells, Nancy Craig, Linnea Nelson, Mary Eileen Ranney, and Maurice Mitchell, director, Broadcast Advertisers Bureau.

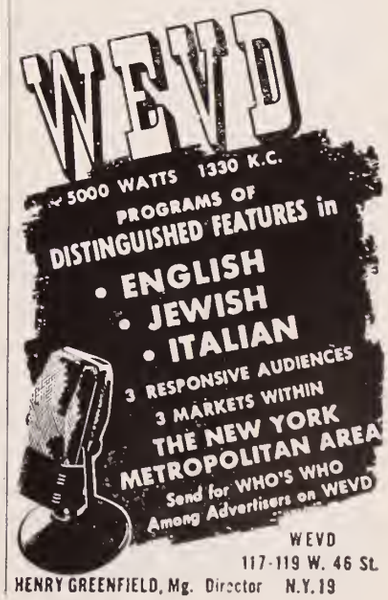
The subject for the Saturday afternoon discussion will be: "Tomorrow's Pot Of Gold—TV." The speakers will include Mrs. Geraldine Zorbaugh, ABC, who will act as moderator, Ruth Crane, Frances Buss, Dorothy Doan, Elizabeth Neebe, and Jack Poppele, chief engineer, WOR.

A business breakfast for AWB members will be held Sunday morning. Representatives from NAB member stations in New York and New Jersey, comprising District 2, are expected to attend. Sally Work is chairman of District 2.

Committee members are: Doris Corwith, NBC, chairman; Dorothy A. Kemble, Mutual, vice-chairman and director of publicity; Ruth Trexler, ABC; Alma Dettinger, WQXR; Linnea Nelson, J. Walter Thompson, and Agnes Law, CBS.

Carol Adams In Drama

Canton, Ohio—Carol Adams, women's editor at WHBC, will appear in the forthcoming production of the Canton Players' Guild on November 17. She has been cast as Winifred Talbot in "Portrait in Black," a murder mystery thriller.



PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

WHERE ARE YOU BLUE EYES?
Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY— PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Ride with Gene Autry & Eddy Howard!
Rudolph the Red-Nosed Reindeer
St. Nicholas Music Co. 1619 B'way, NYC.

TOOT, TOOT, TOOTSIE!
(GOOD-BYE)
Featured By
AL JOLSON
In The Columbia Picture
"Jolson Sings Again"
on
Decca Records
LEO FEIST, INC

WORDS AND MUSIC

By PINKY HERMAN

● ● ● William Esty & Co., has banned the country's number one song, "That Lucky Old Sun," from its Camel programs. . . . two years ago, the firm asked Vaughn Monroe NOT to play a song titled, "Lucky," which Vaughn had already arranged and which he had aired with much success via remotes from the Palladium. . . . Paramount Music has started work on two songs from Bob Hope's Paramount picture "The Great Lover," and one of the songs, "Lucky Us," will not be heard on any Camel program. . . . whenever Vaughn sang the standard, "Pocketfull of Dreams," he was obliged to substitute the phrase 'happy happy me I could live in luxury,' for the original 'lucky lucky me etc. etc.' . . . the producer of the Camel shows? Thomas LUCKinbill.

☆ ☆ ☆ ☆

● ● ● TIN PAN ALLEY OOPS:—Peer International, very wise in having the lyrics of "Slipping Around" revised, thus removing the cause of its being banned by the networks. . . . the number, written by Floyd Tillman, who wrote, "I Love You So Much It Hurts," is now a cinch for top honors soon. . . . ● Lovely Marsha Roen, women's program director of WORZ and wife of deejay Sam Roen, is now editor of the Orlando Post Women's Page. . . . ● Last week we wrote about a new song by Dick Liebert and George Blake and inadvertently titled it 'Come With Me' instead of its true handle, "COME DANCE WITH ME." . . . well, at least we credited the number to the correct firm, Ben Bloom Music.

☆ ☆ ☆ ☆

● ● ● Of the four Fred Fisher songs, featured in the forthcoming 20th Century-Fox musical, "Oh You Beautiful Doll," look for the resurgence to popularity of "There's A Broken Heart For Every Light On Broadway," originally penned back in 1915 by Fisher and Howard Johnson. . . . number is now published by Fred Fisher Music Co. . . . ● Bandleader Johnny Long has been named an aide-de-camp on the staff of Earl K. Long, Governor of Louisiana. . . . ● Elliot Music will publish "Got You Right Where You Want Me" and "Your Life Is My Life," penned by Clay Boland and Bix Richner for the Mask & Wig Society (U. of Penn.) musical, 'Adamant Eve.' . . . ● Deejay Rex Dale currently winning lots of listeners and influencing sales via his "Make Believe Ballroom" series over WCKY, Cincinnati, is Bern Enterline, former program director of WSOY, Decatur, Ill. . . . ● Johnny Green is the professional manager at Stasny Music. . . . firm's current plug tune is the oldie "In A Shady Nook" (Beside A Babbling Brook.) . . . ● Jerry Cooper gets the coveted singing lead in the musical version of "Gentlemen Prefer Blondes," which opens at the Ziegfeld Theater Dec. 8. . . . back stagers at rehearsals inform us the Leo Robin-Julie Styne score is a honey. . . . ● Milt Stein is in charge of the Hollywood office for Kramer-Whitney Music. . . . firm is pushing "I Never Heard You Say," cleffed by Alex K. and Joan W. . . . ● John Redmond has written the words and music to an Irish number titled, "On The Other Side of the Water" which should prove a musical gem for Jewel Music. . . . ● Lou Comito, little dynamo of Gala Music doing a fine exploitation job on Bill Gale's waltz, "Honey, Why Can't You Be Sweet To Me?" . . . already has platters on London, Capitol, Columbia and Mercury.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Ted Steele's Columbia disk of "Let's Harmonize" flipped with "I Know I Know I Know," will make the market Bullish where Steele is concerned. . . . Ted's warbling with an assist by a vocal group is easy on the ears and we advise deejays to latch on. . . . ● Tony Martin follows up his click platter of "Circus" with another Victor honey. . . . this waxing has "There's No Tomorrow," the English version of "O Sole Mio" backed with "A Thousand Violins." . . . ● Frankie Laine sneaks thru with another important disk for Mercury via a great rendition of a western ballad, "Mule Train." . . . reverse is the folk tune "Carry Me Back To Old Virginny."

PLUG TUNES

Give Me Your Hand
LAUREL MUSIC CO.
1619 Broadway New York City

Bing Crosby, Gracie Fields, Sammy Kaye, Johnny Desmond, Jo Stafford, Doris Day
Are All On
THE LAST MILE HOME
LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—◆ ◆—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

COURT VOIDS STATE CENSORSHIP

TELE TOPICS

TV PROGRAMMING took another great stride forward Tuesday nite when WNBT aired "City At Midnight," a bold, exciting experiment in documentary drama. Aired live, beginning at 11 p.m., from Rivington Street on Manhattan's teeming lower east side, the program brought the stark reality of life in a human jungle into the homes of its viewers. The atmosphere of the neighborhood became alive and so pervaded the hour-long program that its many faults were all but overlooked. A story about Col. David Marcus, West Point graduate who was killed in the war in Israel, the show opened in a synagogue during a memorial service for the Jewish hero. Through a flashback, it then unfolded an account of Marcus' last visit to the neighborhood, where he was born and raised. Unable to make up his mind about a Haganah request that he return to Palestine, Marcus roams the street. He meets old friends, thrashes a racketeer who has been terrorizing the merchants, awakens the residents to their collective ability to defeat the gangster and his henchmen and decides to go back to the war.

●

THE SPRAWLING, disjointed script would have been far more effective if it had been shortened considerably. Considering the enormous obstacles inherent in the nature of the show, the four-camera production was commendable, indeed, but there were many bugs that will have to be ironed out in future stanzas. Action occurred mainly at three points—the synagogue, a saloon and the depressing, rain-dampened streets. . . . Outstanding in the rather large cast was Wolfe Barzell, who was superb as an aged shopkeeper. Others, all fine, were David Kerman, as Marcus; Greg Robbins, as his rabbi friend; Lewis Charles, as the racketeer, and Lee Rhodes, as a wayward youth. Program is a Sheck, Dahlman and Black package, with Lou Dahlman, executive director, and Doug Rogers, director for WNBT. Alfred Jackson was technical supervisor. Sponsors are Bedford Stores and Stromberg-Carlson.

●

BECAUSE RCA Victor and Sealtest want to make a pitch for summer sales, "Kukla, Fran & Ollie" will take an eight-week hiatus Dec. 30 and will continue on the air through the summer. . . . The proposed AFM scale for TV films will be discussed tonite at the monthly meeting of National Television Film Council at the Fifth Ave. Brass Rail. . . . Milton Berle will present a check for $10,000 from the Damon Runyon Memorial Cancer Fund to the Jewish Hospital, Brooklyn, today. . . . Jack Carter, emcee of DuMont's "Cavalcade of Stars," has been signed for a December stint at the Paramount Theater, and is huddling with Ray Golden about a lead in "Alive and Kicking," upcoming B'way musical.

DuMont "Spinning Wheel" And 5 H. P. Motor Not Funny, Says Chairman Coy, And Leaves

Washington—The FCC angrily walked out on a DuMont color demonstration yesterday, with Chairman Wayne Coy showing more color in his face than DuMont put on its screen.

DuMont unveiled a four-foot spinning wheel for a 20-inch deluxe TV set, intending to ridicule the CBS color system. The converter, which carried a five horsepower motor driving the wheel at a speed up to 210 miles per hour, promptly blew a fuse. A new line was rigged and DuMont's research director Dr. T. T. Goldsmith, suggested the Commissioners move back in case anything went wrong.

Angrily Coy snapped "We are not in the side-show business. We call this demonstration off."

Flicker-less Color TV Now Near; Goldsmith

Washington Bureau of RADIO DAILY

Washington—A new technic to reduce flicker in color TV systems now before the FCC is nearing perfection in the DuMont Laboratories, Dr. T. T. Goldsmith, research director, told the FCC yesterday. Principles used in the continuous motion picture projector offer "high promise" he said.

The DuMont presentation, which included the unveiling of a king-size converter, was greeted by many as a further effort at delay.

The FCC will meet in executive session today to decide what to do on the pending RCA motion for a two-month delay in the comparative demonstrations of the CBS and RCA color systems and DuMont black and white. The demonstration currently is slated for November 14.

Dr. Goldsmith said the equipment to be used in his suggested system includes storage tubes to store energy and release it as needed. To eliminate flicker, line interlocking probably would be used, he said.

4-A Postpones Vote On Tele Authority

(Continued from Page 1)

before the Board until its meeting of Nov. 16.

Representatives of Screen Actors Guild and Screen Extras Guild voted for the resolution along with representatives of Actors Equity, Chorus Equity, AFRA, AGVA and AGMA.

According to the resolution, this action was taken "to preserve continued unity among 4A unions in the interests of the public and of our entertainment profession."

Board also decided that during the three weeks' postponement of action on TVA, membership meetings of all 4A unions will be called in 12 key cities to afford a forum for full discussion by all sides of the current issues, and to educate all 4A members on the problems and methods of organization in video.

Meetings will be held in New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Pittsburgh and Seattle.

Miss Hennock Aid For Jones In Color TV Bout With Smith

(Continued from Page 1)

minced no words in saying they think Philco and other manufacturers prefer to see color delayed. Jones said he wants "to hasten the day when the pocketbook will lie where the conversation lies"—meaning the day when the manufacturers will put all their resources behind a real drive to bring color into TV.

Miss Hennock said she had come to the hearings with an impression that the manufacturers do not want color soon, and that has not been dispelled. Of the three systems advanced, she said the CBS and CTI systems are not offered by radio manufacturers.

RMA attorney, Edward Wheeler, asked Smith if he thought it proper to encourage the public to buy converters for CBS color while a trichromatic tube which would eliminate the need for converters is being developed. Immediately FCC Chairman Wayne Coy asked if it were proper for manufacturers to seek to sell 16-inch TV sets with the prospect of 22-inch sets next year.

Pa. Rule Violates Federal Policy, Court States

Philadelphia—United States District Court yesterday ruled that television programs are interstate commerce and therefore not subject to state censorship. In deciding a suit brought by five Pennsylvania stations, the Court held that the State Board of Censors does not have the power to regulate TV films.

State regulation that all films aired by stations in the state must be submitted to the censorship board is an infringement of "a field of interstate commerce which Congress has preempted and is inconsistent with the statutes and the national policy adopted by Congress for the regulation and control of radio and television," Judge William H. Kirkpatrick ruled.

Adopted Jan. 24 of this year, the state regulation held that all TV films originating within the state must be submitted to censorship three days before airing, and that films distributed outside the state must be shown to the board five days before air time.

NBC And French Radio To Exchange Newsreels

A new agreement for the exchange of television newsreel films between NBC and Radiodiffusion Francaise, the French broadcasting system, was announced by the network in New York yesterday.

The entire newsreel supply of French Television, which produces a 15-minute daily program, has been made available to NBC, which in turn will make its staff newsreel coverage available to the French system. The deal was concluded in Paris on Tuesday by William F. Brooks, NBC vice-president in charge of news and international relations, and Wladimir Porche, director general of Radiodiffusion Francaise.

During his stay abroad, Brooks has also had talks with officials of the BBC, with whom NBC has had a long-standing TV newsreel reciprocal agreement and with representatives of Dutch, Swiss, and Spanish companies which supply film for the "Camel News Caravan."

Con Ed Buys WNBT Seg

Consolidated Edison Co. of New York has signed a 52-week contract for sponsorship of the "WNBT Weatherman" series across-the-board, beginning Nov. 8.

Beville Cites Non-Home Listening, Also AM Audience In TV Dwellings

(Continued from Page 1)

home itself," i.e., that "radio listening has become essentially a personal rather than a family habit."

He backed his contentions of a continued growth of radio listening, both within and without the home, with quotations from a half-dozen surveys, including one by NBC in Washington which showed that 12 per cent of the population listened to a car radio on a typical weekday on an average of 50 minutes per day. He also cited a Pulse survey made for WOR last May showing that, between 7 & 9 a.m. and 5 & 7 p.m., from 35 per cent to 41 per cent of cars had radio sets in use. This New York automobile audience, he pointed out, represented a 14 per cent bonus over the home audience in each of the two periods.

Compares With Newspapers

After discussing the various surveys on out-of-home listening Beville asked the luncheon gathering: "What medium, aside from economical radio, could dismiss audiences of this magnitude as 'bonus' circulation? Consider what would happen to the circulation of the New York newspapers if the reading which takes place on subways and commuter trains were not included I don't think radio can afford to throw away the audience represented by people who listen while driving to work anymore than I would expect the newspapers to throw away the subway reader. And do you think that the 'juicy' figures produced by the Magazine Audience Group for the Nation's weeklies could possibly be obtained if reading in barber shops, beauty parlors, on trains and in other people's homes were eliminated? More and more America becomes a nation on wheels. We who live in New York are prone to forget that one-third of America's cars, more than 11 million automobiles, are used daily by workers going to and from work. As the figure grows, the radio listening potential grows. . . .

Outlines Reasons

"Here are the reasons why this portion of radio's audience can no longer be overlooked by any collector or user of radio statistics:

"1. Radio listening has become essentially a personal rather than a family habit.

"2. With increasing mobility of sets and inexpensive receivers, ability to listen prevails virtually everywhere today.

"3. Broadcasters can no longer afford to give away, as bonus, such substantial listening—by seeing that it is counted we will get credit for it (and may be able to charge for it.)

"4. In the period of intensive media competition which I am certain lies just ahead, the aural medium must put its best foot forward.

"5. A substantial portion of outside-the-home listening will be unaffected by the advent of television. Automobile radio listening and much of the listening in public places and business places will be completely immune from television competition.

"6. Outside listening has increased by leaps and bounds since the war and will continue to do so. As time goes on such listening will become a greater share of all listening. . . .

Criticizes Research Technique

"Certainly this (out-of-home listening) is the most serious omission in the measurement of radio audiences today. On the other hand, it is not the only omission. Most radio research techniques have failed to keep up with the development of radio listening habits within the home itself. In my estimation there is still considerable improvement to be made in the manner all of our present research techniques are employed to obtain home listening. Those who pay for audience measurement, those who are measured, and the measurers themselves are all slow to change their ways of thinking about the radio audience. As radio has moved out of the parlor into the bedroom, the den, the kitchen and other rooms throughout the house, techniques which were primarily developed to measure family listening based on a single home receiver in the living room have proved to be inadequate to meet the changing situation.

"Here is just one example. A special study by Hooper revealed that a rating for a certain juvenile program more than doubled when additional questions were asked to find out from the telephone respondent whether or not listening was taking place on other sets within the home."

Attacks "Tele Fanatics" Glibness

In discussing multiple-set homes, Beville attacked what he described as "the glibness with which television fanatics write off radio." All rating services report a "healthy amount" of radio listening in TV homes, he continued, adding "I believe there is need for a full measurement of listening away from the room where the TV set is located in order to truly evaluate today's aural audience."

He expressed the belief that television and radio audience measurement must operate side by side in the future when radio and TV sets are spread throughout the house.

"Television has started off with a tremendous impact on the family circle. The TV set brings the family once more back into the living room and picks up approximately where the radio receiver with the horn-type loudspeaker left off. Nevertheless, I think it is obviously unrealistic to believe that the entire family will gather as a unit hour after hour, night after night before the home television set. As certain members of the family tire of watching someone else's choice of program they will abandon the family circle in favor of an activity which they can control to their own liking. As this development occurs, radio listening will come back into its own, side by side with television viewing."

WNJR Revises Programs

Newark, N. J. — WNJR has announced a revision of its program structure to provide more variety in its musical programs and to establish better continuity in its program setup. Major changes have been made in the nine to noon and 1:00 p.m. to 5:00 p.m. programs.

Transit Radio Adds 128 New Sponsors

(Continued from Page 1)

bus and street car radio medium include Swift & Co. Vigoro, Fanny Farmer Candy Shops and Ford Dealers Association, through J. Walter Thompson Company; Musterole, through Erwin, Wasey; Bond Stores, through Neff-Rogow; Bristol-Myers' Ipana, through Doherty, Clifford & Shenfield; Fehr Baking Co. through Ruthrauff & Ryan; Miles Laboratories, through the Wade Agency; Mrs. Filbert's Mayonnaise through Sullivan, Stauffer, Colwell & Bayles, and Feltman & Curme Shoes, direct.

In addition, J. Walter Thompson has renewed its Swift & Co. campaign for Jewel Shortening; McCann-Erickson has ordered a 26-week renewal for Hyde Park Beer; and Arthur Cohn & Associates has renewed for Baker Brush Co. Household Finance Corp. through LeVally, Inc., and Miles Laboratories through the Wade Agency, have added additional Transit Radio markets.

"Success stories and definite increases in consumer sales as measured and verified by store-audit services rendered by Transit Radio stations without extra cost to sponsors have been principally responsible for these renewals, expanded schedules and new advertisers," Pellegrin said.

WBAL
means business
in Baltimore

Thanks to the 13th Annual School Broadcast Conference for Selecting WEW as the Prize Winning Commercial Station in the United States for the Programs "Our Missouri Constitution" and "Science For You."

WEW AND WEW-FM

Owned and Operated by St. Louis University
Represented by John Pearson Co.
Nicholas Pagliara, General Manager

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 19 NEW YORK, FRIDAY, OCTOBER 28, 1949 TEN CENTS

FREE-TIME-TO-POLITICIANS CRITICIZED

New BB-Airing Rules End Anti-Trust Action

Washington Bureau of RADIO DAILY

Washington — Suspension of the Justice Department probe of alleged anti-trust law violations by organized baseball club owners in assigning radio and TV rights was announced yesterday by Attorney General J. Howard McGrath. Substantial changes in the major league broadcasting and telecasting rules were adopted by representatives of the two major leagues to eliminate the causes of complaints, McGrath said.

The department was interested both in freeing radio and TV sta-

(Continued on Page 7)

N. Y. Stations Schedule Home Studies Series

The New York State Education Department's "radio-assisted" home study course in contemporary living will be carried by five NBC affiliates in New York State starting Sunday, Oct. 30, with two other New York stations to pick it up later.

Enrollment is free to New York state residents; out-of-state residents must pay a $5 fee. The Education Dept. will furnish home study material to be used in conjunction with the broadcasts. The 26-week series will be carried at the outset

(Continued on Page 2)

WBKB Names Weed & Co. As National Sales Rep.

Chicago—John H. Mitchell, general manager of WBKB, yesterday announced the appointment of Weed & Co. as exclusive national sales representative, effective Nov. 1.

At present, New York sales for WBKB are handled by Paramount,

(Continued on Page 2)

Wrong Pew

Boston—Roger Harrison, WBZ farm director, arrived late the other night at the Hotel Bradford, where he was to speak at the Dairymen's Banquet. Ushered in by a waiter, he dined at the speaker's table with other guests, and was ready for oratory when he discovered that he was in the right hotel but at the banquet of the Housewares Club.

On The Button

Washington—Joseph Katz, president of WWDC, Washington, yesterday climaxed his one-man "anti-depression talk" campaign by pinning on President Truman's lapel a button labeled, "Business is Good." Katz started his drive on Sept. 22 by pinning one of his buttons on Maryland's governor, and since then has distributed more than 10,000 to business.

BMB May Reorganize To Offer Stock Shares

Chicago—Mel Brorby, vice-president of Needham, Louis & Brorby, speaking at the Chicago Radio Management Club luncheon meeting at the Tavern Club, in discussing the future of the Broadcast Measurement Bureau, announced that BMB may be organized soon as a stock-holding organization similar to the present set-up of BMI.

At least, he said, that is one of the

(Continued on Page 2)

150-Kw. VOA Transmitter In Operation At Munich

The State Dept. has put a new, 150-kw. transmitter into operation at Munich, Germany, to strengthen the "Voice of America" signal in Eastern Europe and Russia, it was disclosed yesterday by the RCA International Division, which developed and installed the equipment.

The new transmitter will augment existing "Voice" facilities in the Munich area, which consist of four

(Continued on Page 6)

Broadcasters Urged To Combat Trend Spreading To Non-Political Fields; Motives Called Questionable

Skytop, Pa. — Increasing demand for free time for non-political broadcasts by Senators and Representatives in Washington is one of the problems of broadcasters in the 3rd District, NAB, it was revealed at its Skytop Lodge meeting yesterday. While the requests bear the label of

(Continued on Page 6)

NRDGA Announces Radio Contest Rules

Rules and other particulars of the fourth annual radio program contest for retailers were announced in New York yesterday by the National Retail Dry Goods Assn.

Deadline for entries in the contest, which is co-sponsored by the NRDGA and the NAB, is Dec. 1, 1949. Its purpose is "to reward good, resultful radio advertising by retailers." Any regularly scheduled, typical show sponsored by a NRDGA

(Continued on Page 6)

WAGA Gets All Rights To Crackers' Games

Atlanta — WAGA has signed a five-year contract with the Atlanta Crackers baseball team for exclusive radio and television rights to all games.

Jim Bailey, WAGA's managing director, said the station plans full-

(Continued on Page 6)

Penn Broadcasters Assn. Elects Officers, Directors

Skytop, Pa. — The Pennsylvania Broadcasters Assn., meeting here yesterday, elected the following officers: president, Frank R. Smith,

(Continued on Page 2)

Transit Radio Hearing Opens In Washington

Washington Bureau of RADIO DAILY

Washington—The District of Columbia Public Utilities Commission yesterday opened hearings on the desirability of a transit radio system in Washington. Several hundred local street cars and buses have been equipped for several months to carry a 12-hour daily commercial and music schedule from WWDC-FM.

In a bitter hearing yesterday, it is

(Continued on Page 2)

CBS Programs Take Nielsen's 'Top Eight'

A. C. Nielsen Co.'s "eight top-ranking" radio programs for the week of Sept. 18-24 were all CBS shows, half of which were aired Mondays and the remainder on Thursdays.

Lux Radio Theater headed the list with a rating of 23.9, followed by

(Continued on Page 2)

RCA, Westinghouse, Motorola Sales Up For First 9 Months

Two major set manufacturers—Westinghouse and Motorola—yesterday reported record-breaking profits for the first nine months of 1949, while a third, RCA, reported an increase in gross income but a drop in net profit.

RCA's gross income for the first nine months of 1949, as reported by its president, Frank Folsom, amounted to $275,673,666, as against $256,968,537 during the same period in 1948, an increase of $18,705,129. Net income, after all deductions, was $14,095,186, compared with $15,128,783 in 1948, a drop of $1,033,597.

Westinghouse declared a dividened of 65 cents per share on common stock, payable Dec. 1, and said it was made possible by the largest nine-month net income in the company's history. Gwilym A. Price, company president, disclosed also

(Continued on Page 2)

Longevity

Bill Henry, MBS newscaster, will mark his 1500th five-minute news broadcast tonight, 8:55-9 p.m., EST, for the same sponsor, Johns Manville Company, manufacturers of asbestos products. He started under the sponsorship of Manville in 1943 when the program was heard on the Columbia Broadcasting System. He shifted to MBS in 1947.

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Tower Petroleum Bldg.,
Dallas, Texas
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FINANCIAL

(*October 27*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/8	8 1/8	8 1/4	+ 1/8
Admiral Corp.	28 5/8	28 1/8	28 1/8	— 3/8
Am. Tel. & Tel.	144 5/8	144 1/4	144 5/8	+ 3/8
CBS A	24 3/8	23 1/4	24 3/8	— 1/8
CBS B	24 3/8	24 1/4	24 3/8	+ 1/8
Philco	30 3/4	30 1/4	30 1/2	— 1/8
Philco pfd.	81	81	81	— 3/4
RCA Common	13	12 3/4	12 3/4	— 1/4
RCA 1st pfd.	70 1/2	70 1/2	70 1/2	— 1/4
Stewart-Warner	13 1/4	13	13	+ 1/8
Westinghouse	29 3/8	29	29 1/4	+ 1/2
Westinghouse pfd.	100	100	100	+ 7/8
Zenith Radio	29 1/2	29 1/4	29 1/4	.....

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 3/4	14 1/2	14 1/2	— 3/8
Nat. Union Radio	2 7/8	2 3/4	2 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/8	15 3/8
Stromberg-Carlson	13 3/4	15

N. Y. Stations Schedule Home Studies Series

(Continued from Page 1)

by the following stations: WNBC, New York; WBEN, Buffalo; WHAM, Rochester; WINR, Binghamton, and WENY, Elmira. WGY, Schenectady, will start the series Nov. 1, and WSYR, Syracuse, will pick it up at a later date.

WBKB Names Weed & Co. As National Sales Rep.

(Continued from Page 1)

but Weed & Co. will take over representation for this territory in addition to the rest of the U. S. WBKB affiliated with CBS-TV earlier this month.

Transit Radio Hearing Opens In Washington

(Continued from Page 1)

established that there is a sharp division among citizens' groups and among individuals, with feeling extremely high on both sides. Spokesmen for the two viewpoints were alternately booed and hissed in what was easily the best attended hearing of the PUC in many years.

Several opponents of transit radio seriously threatened a court test if the PUC finally okays the installations.

BMB May Reorganize To Offer Stock Shares

(Continued from Page 1)

plans being discussed now. He reported that BMB spent $1,300,000 on the first BMB Study and admitted that the organization is in financial difficulties.

Penn Broadcasters Assn. Elects Officers, Directors

(Continued from Page 1)

WBVP, Beaver Falls; vice-president, C. G. Moss, WLTR, Bloomsburg; secretary, David E. Bennett, WKBO, Harrisburg; treasurer, George E. Joy, WRAK, Williamsport; directors: Leonard Kapner, WCAE, Pittsburgh; Gordon Gray, WIP, Philadelphia; Clair R. McCullough, WGAL, Lancaster; John S. Booth, WCHA, Chambersburg; Vic Diehm, WAZL, Hazelton; W. K. Ulerich, WCPA, Clearfield; David M. Baltimore, WBRE, Wilkes-Barre.

Three Mfrs. Report Sharp Sales Increase

(Continued from Page 1)

that Westinghouse is considering raising the regular quarterly dividend from 25 cents per share to 40 cents. For the quarter ended Sept. 30, 1949, Westinghouse reported a net income of $20,554,447. Net income for the like period a year ago was $9,855,245.

Motorola, Inc., registered record-breaking sales totaling $51,795,564 for the first nine months of 1949, as against a sales volume of $39,848,775 for the like period in 1948, according to Paul V. Galvin, president.

CBS Programs Take Nielsen's 'Top Eight'

(Continued from Page 1)

Arthur Godfrey's "Talent Scouts" with 19.7; "Mr. Keen" with 18.0; "My Friend Irma" with 16.7, "Suspense" with 16.1; "F.B.I. In Peace & War" with 15.9; "Inner Sanctum" with 15.9; and "Crime Photographer" with 15.2. Ninth and 10th places were taken by Jack Benny with 14.8, and "Mystery Theater" with 14.6.

• faces • facts • figures • wins •

ALLEN BROWN'S CORNER



Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLEY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

WINS 50KW NEW YORK

CROSLEY BROADCASTING CORPORATION



"Say! Whose nest is this?"

It looks as if this hen has to find another nest. The cat just moved in and is rapidly taking over.

The cat is behaving exactly like a lot of smart advertisers these days. They are moving into tough, competitive markets and taking over, too.

And to do this in Baltimore, they are using W-I-T-H. You see, you can do MORE on W-I-T-H for LESS money than on any other station in town.

W-I-T-H regularly delivers the LARGEST number of listeners-per-dollar. That makes it the big bargain buy in this rich market.

So if you're looking for low-cost results from radio, call in your Headley-Reed man today and get the whole W-I-T-H story

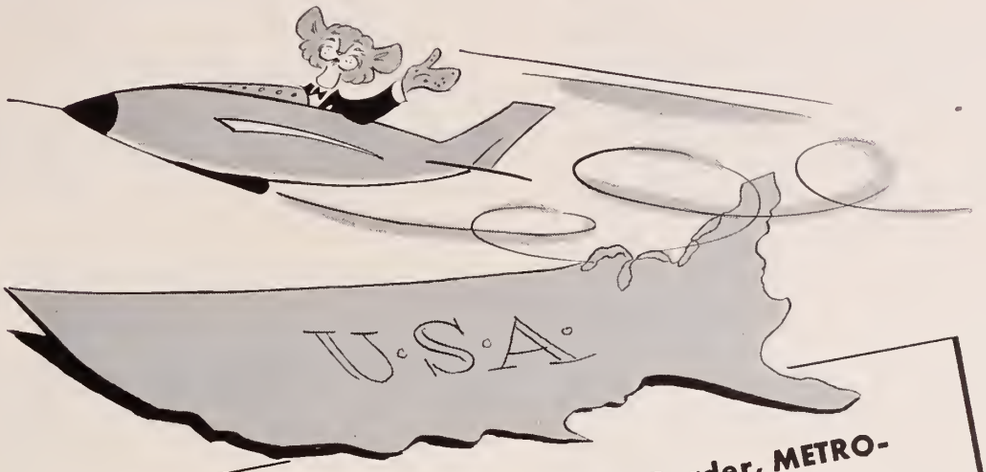
AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

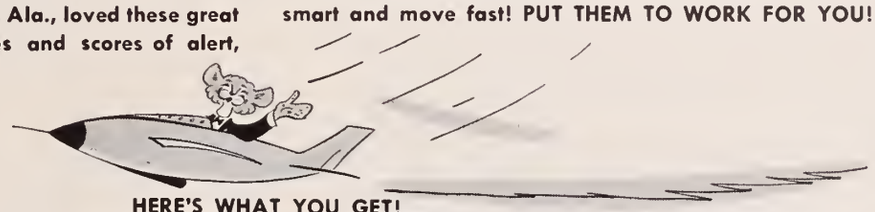
JET PROPELLED...AND HEADING YOUR WAY!



FROM COAST TO COAST and Border to Border, METRO-GOLDWYN-MAYER RADIO ATTRACTIONS are setting a terrific pace . . . making TRANSCRIPTION HISTORY with Radio's most sensational series of star-studded programs. PRICED FOR PROFIT FOR YOU!

BIG STATIONS AND LITTLE STATIONS—stations like WGN, Chicago and KVMV, Twin Falls, Idaho; WFIL, Philadelphia and WSPC, Anniston, Ala., loved these great shows — and bought 'em! Scores and scores of alert, bright broadcasters are starring them on the air NOW.

AND THEY'LL DO A JOB FOR YOU TOO—if you're smart and move fast! PUT THEM TO WORK FOR YOU!



HERE'S WHAT YOU GET!

M-G-M THEATRE OF THE AIR

A full hour of top dromotic entertoinment once a week, presenting Hollywood's most glomorous stars in thrilling radio adaptations of oll-time M-G-M picture hits.

AT HOME WITH LIONEL BARRYMORE

One of the world's most famous ond beloved stars chots, reminisces obout the stage, the screen and their people. Three 15-minute progroms per week.

HOLLYWOOD, U. S. A.

Glomorous Poulo Stone, of the noted "Stepping Stones," in intimate interviews with filmdom's greot stors ond personalities. Five 15-minute progroms per week.

THE STORY OF DR. KILDARE

One of the most fomaus motion picture series, adapted to radio for the first time, and storring both Lew Ayres and Lionel Borrymore, who created the leading rales on the screen. One half-hour per week.

MAISIE

Starring Ann Sothern . . . half-hour, once weekly, presenting brand new radia adaptotions of the popular M-G-M pictures, other odoptotions of which proved equolly populor as a network rodio series.

GOOD NEWS FROM HOLLYWOOD

Handsome George Murphy, himself a great star, gives you the lotest Hollywood gossip ond presents o fomous guest. Three 15-minute programs per week.

CRIME DOES NOT PAY

A tense ond exciting dromotic presentation bosed on M-G-M's Academy Award two-reelers. Featuring name players. A holf-hour program, once a week.

THE HARDY FAMILY

The famous mavie series, never before released for radio adaptation, starring Mickey Rooney and Lewis Stone . . . A holf-hour, once weekly.

Metro-*Goldwyn*-Mayer *Radio Attractions*

Exclusive Representatives . . . . . MUSIC CORPORATION OF AMERICA

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NEW YORK
PHONE PLAZA 9-7500

430 N. MICHIGAN AVENUE
CHICAGO
PHONE DELAWARE 7-1100

9370 SANTA MONICA BLVD.
BEVERLY HILLS
PHONE CRESTVIEW 6-2001

105 MONTGOMERY ST.
SAN FRANCISCO
PHONE EXBROOK 2-8922

UNION COMMERCE BLDG.
CLEVELAND
PHONE CHERRY 6010

2102 N. AKARD ST.
DALLAS
PHONE CENTRAL 1448

1612 BOOK TOWER
DETROIT
PHONE WOODWARD 2-2604

1044 LITTLE BLDG.
BOSTON
PHONE LIBERTY 2-4823

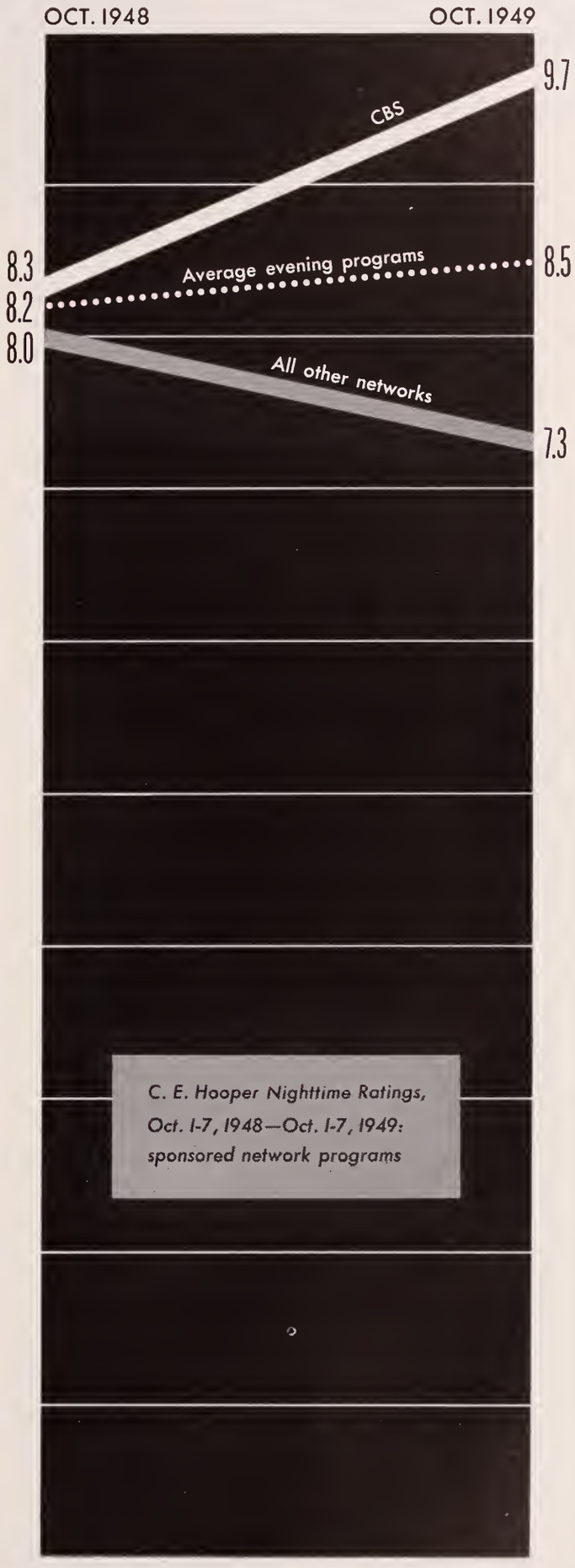
NORTHWESTERN BANK BLDG.
MINNEAPOLIS
PHONE LINCOLN 7863

Today there is eve
listening to Netwo
than a year ago- b
more people are
to CBS than ever

On CBS, radio's greates
sponsored by America's bigges
consistently get the larges
at the lowes

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Free Political Time Criticized At Skytop

(Continued from Page 1)

being non-political and are offered as public service programs, broadcasters are questioning the motives behind the programs. The consensus of opinion seems to be that the programs come under the classification of commercial time and should be paid for at prevailing station commercial rates.

One broadcaster in the Pennsylvania area reported that the Republican Committee was agreeable to pay the time charges for the presentation of a program which featured a Senatorial report. The Democrats, however, plead they had no funds available for local sponsorship and asked that the station give them comparable time as a public service gesture.

The trend, according to reports, does not apply only to political parties. Efforts are being made by servicemen's organizations, labor organizations and others to get air-time breaks under the public-service category. However, the broadcasters in many instances have been able to convert these requests into commercial business and local sponsors have been procured.

Mitchell Talks For BAB

Yesterday Maurice Mitchell, head of the Broadcast Advertising Bureau, presented his appeal to the broadcasters to support the Bureau and make a more determined effort to get a share of the advertising dollar. His talk followed an introduction by J. Robert Gulick, WGAL, Lancaster, who presided as 3rd District chairman of sales managers. Gulick said that today's radio sales called for "aggressiveness, ideas and ambition" and that the stations who adhere to this formula are producing increased time sales.

An interesting angle on the merchandising of music was developed by Carl Haverlin, president of BMI, who said that today's popular song hits are being made by the radio stations, juke boxes and record sales in the "grass roots areas" rather than by the song pluggers of New York, Chicago and Hollywood. He admonished the broadcasters to watch song trends and take advantage of the current popular hits included in the BMI catalogue.

Associated Press members of the 3rd District met with Tom O'Neil and other AP executives Wednesday afternoon and discussed plans for a newsmen's clinic which will be held at a later date. George D. Coleman, who has served as president of the AP group, is appointing a committee to formulate clinic plans.

WAGA Gets All Rights To Crackers' Games

(Continued from Page 1)

est coverage of the Cracker games over AM, FM, and TV. WAGA-TV will cover 23 local high school football games this fall, and the Golden Glove boxing tournament.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: When Harvey Stone was being complimented on the way his new schnoz came over on "Toast of the Town" telecast, he quipped: "Look, I don't wanna be beautiful. All I want to do is breath." . . . Bert Lytell signed by Carlton E. Morse to portray Father Barbour in the video series of "One Man's Family," which bows in via NBC-TV Nov. 4th. Anthony Smythe, who has handled the role for the past 18 years on radio had to go back to the coast on his medico's orders. . . . Prexy Frank Stanton had to be called in to settle the split opinion of CBS execs over Robert Q. Lewis' TV format. . . . The pros and cons regarding the future of RMP will be settled definitely within 6 weeks by an official announcement from RCA-Victor. . . . That big grin on Bill Gargan's pan these days is due to the news he just got about his "Martin Kane, Private Eye" series being the 4th highest rated show on NBC with a neat tag of 27.6. . . . Gruen Watch bowing out of "H'wood Calling" after Christmas? . . . Buick, which dropped Olsen & Johnson, eyeing video talent on the coast. . . . Larry Schwab, Bill Berns and Ted Estabrook branching out by investing in the American rights to the Danish film, "Ditte, Child of Man," said to be one of the greatest foreign imports in years. . . . Henny Youngman, unseen star of the Milton Berle show, guest-stars on "Celebrity Times" Sunday p.m. Isn't it about time Henny got his own show. . . . Recommended: Hank Sylvern's wonderful background music on Ralph Bellamy's "Man Against Crime," really pulls the show together.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Mal Boyd, "Somebody gave you a wrong steer when they told you that Mary Pickford had rejected an offer to star with Buddy Rogers in a new type of Mr. & Missus airer. Actually, a program involving both is now in the making. As you know, Buddy is starring in 'Pick a Date with Buddy Rogers' on ABC and his TV show starts Jan. 4th. However, I have a package for night-time radio which stars both Buddy and Mary. In addition, Miss Pickford may also do a five-a-week five-minute daytime radio commentary."

☆ ☆ ☆ ☆

● ● ● SMALL TALK: It's a girl (their 2nd) at the Jack Wyatts, who have named her Claudia. . . . WWRL expects to be operating with its new 5,000 watt transmitter by the year's end. . . . Noro Morales, who waxes for MGM, formed his own disc firm, Rivoli Records.

150-Kw. VOA Transmitter In Operation At Munich

(Continued from Page 1)

100-kw. shortwave transmitters. An Armed Forces Network station and a German station of the same power also operate in the Munich area at the present time.

The State Dept. transmitters operate 12 and a half-hours daily, relaying "Voice" broadcasts from the U. S. after sunset and programs of the Armed Forces Network during the day. The new 150-kw. transmitter, operating on 1195 kc, uses a speech-clipper amplifier to maintain a high average percentage of modulation.

Correction

A story in RADIO DAILY for Oct. 19 referred erroneously to KFMV. That station is in Hollywood. It should have read "KFMB, San Diego."

NRDGA Announces Radio Contest Rules

(Continued from Page 1)

store and aired during 1949 prior to Dec. 1 may be entered, with the exception of syndicated programs or special programs, such as Christmas shows.

Each program entry should be represented by one transcription and three scripts, which will not be returned. Awards will be made in categories based on the annual volume of the store's business, and in the following classifications: Children's; General Family; Teen Age; Farm; Women's; Men's.

Winning entries will be selected by "a prominent jury of authorities" to be announced later by the NRDGA. Certificates will be awarded to the winners on Jan. 10, during the NRDGA convention to be held at the Hotel Statler, New York. All entries should be sent to Howard P. Abrahams, NRDGA, 100 W. 31st St., New York, together with a statement in triplicate giving the following information:

1. Name of program
2. Station
3. Time, Day of week
4. Type of program
5. Approximate date of first broadcast
6. Store volume classification
7. Objectives of program (what the store set out to do) Please elaborate. It may include (a) to build results for one department or group of departments; (b) to establish certain features; (c) to promote certain services; (d) to establish certain ideas in the minds of listeners.
8. Results (please elaborate) This may include (a) goods sold in dollars or units or increases in percentages; (b) traffic for store or department; (c) long range effect in attracting customers or business responses; (d) indication of audience response.
9. Store name, address and town
10. Submitted by (give name and title).

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW" • MUTUAL

CKLW

Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

B. B. ANTI-TRUST ACTION ENDED

TELE TOPICS

"FAMOUS JURY TRIALS," on DuMont, is showing signs of successful adaptation to the visual medium. When it first went on the air a few weeks ago it was almost devoid of action, with the cameras picking up almost nothing but the various witnesses testifying from the stand. As a result, it was all talk, with very little to hold the eye. This week, however, several flashbacks were used as well as a bit of action that occurred out of court during a recess. The result was a vastly improved production. Script this week concerned a boxing handler falsely accused of killing a fighter during a bout. The material was there, but the characters didn't quite develop and the court action was loaded with legal inaccuracies. Sam Raskin was entirely believable as the handler, and King Calder and John Griggs were equally efficient as the opposing lawyers. Others in the cast were Winfield Hoeny, Sally Gracie and Joseph Downing. . . . Sponsored by the Local Chevrolet Dealers Association, show does not employ film commercials because the producers feel it would disrupt the courtroom atmosphere. Instead, announcer Ron Rawson, on camera, delivers a pitch for Chevvy service. Scripted this week by Al Ostrow, program is a Transamerican package. Charles Harrell directs for the producer and Frank Bunetta for DuM.

●

ALLEN FUNT, producer of "Candid Camera," is negotiating with Official Films for non-theatrical, non-TV distribution of his ad lib footage. Funt has made several additions to his staff, including Chan Buck, formerly with "Preview," as field supervisor; Ray Hall, formerly with CBS, as chief editor; Susan Lampman, treasurer; Russell Harknett and William de Dufour, sound engineers. Arthur Florman is chief cameraman. . . . WFIL-TV has received the TV award of the Art Directors Club, of Philadelphia, for camera work and overall production on the Paul Whiteman TV Teen Club and the WFIL-TV Newsreel. The reel, incidentally, scooped the press this week when it broke a story about the coming boost in coffee prices. William Driscoll is director of the newsreel.

●

A NEW WRINKLE in automotive sales has been cooked up by a Chicago Chevvy dealer. Firm has signed for a weekly half-hour show on WGN-TV during which two cars will be auctioned off to viewers. Cars will be shown on the air with list prices covered until the auction is completed and the car is sold. If the car goes for more than list, the buyer will pay only the top price and not the full amount that he bid. There will be a ten-minute time limit on each sale so that it will be possible for cars to be knocked down for less than list. Jack Gordon is auctioneer, and Don Cook will direct.

Don Lee Veepee Sees Color Many Years Off

Hollywood—Don Lee's KTSL is ready for a quick changeover to color when color is ready for the public, but that goal is many years away, Charles L. Glett, vice-president in charge of tele, said here on his return from the FCC hearings in Washington.

"Don Lee wants color, invites color and looks forward to color but is now satisfied that it will not be practicable for some time to come," Glett said. "We are now devoting our full efforts to the black-and-white plans which were held in abeyance pending developments in color telecasting. Full steam ahead on them is our immediate course of action."

Responsible for this same general attitude among those present at the hearings, he said, are many factors among which is the time element, even assuming that the FCC approves color after the current hearings. The various administrative, mechanical, legal and political entanglements involved are complicated and would consume considerable time before color would be fully emerged from the laboratory to consumers.

Nonetheless, he added, television will not be completely at its peak until color is added. Some demonstrations in Washington were eye-opening in their beauty, he said.

Hooper's Top Ten
(Network-Sept.)

Texaco Theater, NBC	73.7
Godfrey Friends, CBS	39.8
Philco Playhouse, NBC	37.7
Stop The Music, ABC	37.7
Colgate Theater, NBC	34.9
Suspense, CBS	34.3
Chev. Theater, NBC	32.7
Fireside Theater, NBC	30.9
Morey Amsterdam, DuM	29.5
Crusade Europe, ABC	29.1

Stowman Cites Gains For TV Advertisers

Philadelphia—Kenneth W. Stowman, sales manager of WFIL-TV, told the Television Association of Philadelphia this week that the cost of video advertising has decreased during the last two years, despite higher rates adopted by TV stations. He based his statement on figures which show that the cost to the advertiser per thousand sets is considerably smaller now than it was in October, 1947, and October, 1948, because of the rapidly growing number of television set owners in the Philadelphia area.

Stowman compared present and projected rates of Philadelphia's three stations with those of a year ago. He also compared with rates of October, 1947, when only two of the stations were on the air.

WBKB Signs 53 New Accounts, Sees Black Ink This Year

Chicago — John Mitchell, general manager of WBKB, who has stated publicly that he plans to put the station in the black by the end of this year, reiterated that stand yesterday in announcing that 53 new clients have been added to the station's fall roster of new business.

The new biz, he said, is an indication in Chicago of a "developing client market (which) is the best news we have had in the past three years of operation."

He added: "Hundreds of new, local clients seem to have discovered the medium overnight. This influx of new business, in addition to the ever-increasing activity on the part of national advertisers, is the surest sign we have had yet that television can meet its high operating costs and become a profitable operation."

Last year WBKB had 51 clients for the entire year. This year the station already has 106 clients, including 35 national program and spot advertisers; and 71 local program and spot advertisers. The 53 new clients added in the past month exclude network programs.

"Several television operations have announced lately that they are in the black," Mitchell said, "but these have been small stations, or stations affiliated with AM operations. When a large operation such as WBKB with no AM affiliation begins to make money in a major, competitive market, that will be a significant day for the industry. It takes perhaps 200,000 sets in a large market to bring a station around that long-awaited profit corner."

Chicago's latest set figure, as of August 31, announced by the Electric Association was: 185,275.

Clears Way For Full Telecasting Of Ball Games

(Continued from Page 1)

tions of unreasonable restraints in the conduct of this business, and in enabling the public to see and hear games of their choice without unreasonable restrictions, McGrath said, and stated that he hopes the new rules "will eliminate past restrictive practices and will greatly broaden the opportunity for radio and television stations to carry games of major league clubs in territories outside their respective home territories."

Anti-trust chief, Herbert Bergson, emphasized, however, that the anti-trust division "will continue to follow closely the radio and television practices of baseball and may take appropriate action if it should appear in the future that the broadcasting and telecasting of baseball games is being unreasonably restrained."

Complaints had been directed principally against a major league rule requiring each major league club to refuse to permit the broadcast or telecast of its games at any time from a station located within 50 miles of the ball park of another major or minor league club without the consent of the other club. This veto power was frequently used to prevent the broadcast in their home territories of ball games played by other clubs.

The Justice Department said yesterday that "under the revised rules each major league club is free to determine whether or not rights to broadcast or telecast its games shall be granted or sold at any time and in any area, without reference to any other club, major or minor, except during the time the other club is actually playing a game in its home park or is actually telecasting one of its road games.

Expect Decision Today On Color-TV Tests

Washington Bureau of RADIO DAILY

Washington—The FCC pondered the knotty TV problem yesterday but failed to come up with an answer. There was no official statement, and it appeared that there was no unofficial determination as to what to do with RCA's request for a two-month postponement in the comparative demonstrations slated for November 14. RADIO DAILY was told that Commission members were to sleep on the question and try to agree on some course to follow today.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, October 28, 1949

GE To Make 16-Inch Short Neck TV Tube

General Electric announced yesterday that it is joining the parade of TV tube manufacturers who have already entered the field with development of the short neck tube, with a new wide-angle 16-inch metal TV picture tube five inches shorter than conventional tubes of this size.

Development of this new tube by G. E. will allow for the manufacture of a more compact home receiver for the larger picture. Production in limited quantities is scheduled to begin in December at the company's Electronics Park plant in Syracuse.

The new tube (Type 16GP4) will also feature a "filter-glass" face plate, said to improve picture contrast and clarity by reducing halation and cutting down reflections from surrounding light sources.

The new tube's overall length measures roughly 17½ inches compared to 22½ inches for previous tubes of this diameter.

Goldberg Appointed V.-P. Decca Distributing Corp.

Sydney N. Goldberg has been appointed a vice-president of Decca Distributing Corp., wholly owned subsidiary of Decca Records, Inc., it has been announced by Milton R. Rackmil, president of Decca Records, Inc. Goldberg has been general sales manager of the Distributing Corporation.

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PRODUCTION PARADE

TV Studio Lighting System

Packaged studio lighting systems, designed for use with modern studio cameras are now available through the Broadcast and Television Studio Equipment Section of the RCA Engineering Products Dept. The new studio lighting fixtures include many specialized items of equipment needed in commercial TV operation. The company also revealed that RCA Broadcast engineers are available for consultation in planning correct studio lighting.

DuMont Names Oberndorfer

Frank A. Oberndorfer has been appointed to the post of assistant advertising and sales promotion manager of the receiver sales division, Allen B. DuMont Laboratories, Inc., it has been announced. Oberndorfer will assist Henry R. Geyelin, DuMont's advertising manager, in national and cooperative advertising campaigns, as well as the handling of sales promotional activities with the company's dealers and distributors.

Extensive Promotion By TV Distr.

The opening of a new TV station in Huntington, W. Va. next month, will be marked by a vigorous promotion and advertising campaign by the Tele-tone distributor there, Mountain Electronics Co., Inc., with headquarters in Charleston, W. Va. Charles A. Meyer, president of the distributing company, announced plans to run full page ads in the Huntington papers and will direct a publicity campaign in that area in the new low price Tele-tone video line. He indicated that the potential market in this territory would be greatly expanded by the opening of the new TV outlet.

Garod Allocates TV Sets

According to an announcement by Garod Electronics Corp., demand for their TV sets by distributors and dealers has made it necessary for the company to establish a factory allocation system which will probably be in effect for the next six months. According to Louis Silver, vice-president and general manager of the company, they "are now producing receivers at an accelerated rate, which is nearly 100 per cent higher than the turnout in October 1948."

Emerson Radio & Record Player

Emerson Radio & Phonograph Corp. has announced a new three-way portable radio with three short-wave bands, in addition to the standard broadcast band. Known as the Emerson Universal Portable, Model 643, the set will retail for $59.95. In addition, the company announced a new automatic record changer (Model 625) which is a three-speed automatic record player, listing at $54.95.

TV Ballast Replacements

Five new TV ballast replacement numbers are announced by Clarostat Mfg. Co., Inc., Dover, N. H., namely: Emerson 397022 and 397023, Motorola 17A485459, Teletone TPR 102D, and Belmont B9M 16067. These numbers are in addition to Motorola 17A47033 and Emerson 571-606 already listed in Clarostat literature. All numbers carry a list price of $3.00.

Tricraft Antennas

A new "3000" Hi-Lo Conical Type X Antenna series has been announced by Tricraft Products Co., Chicago. These newly designed antennas are pre-assembled at the factory, ready to install. They match 72, 150 and 300 ohm impedance; are all-wave, high gain on all channels and are durably constructed of aluminum.

History Of Television Booklet

Frank A. D. Andrea, president of the Andrea Radio Corp., a pioneer in the radio and TV field, has just completed a four-color illustrated booklet, on "History and Manufacture of Television Receivers," which is now available to the public at all Andrea dealers. The booklet covers the background and development of TV and gives advice by Andrea on what the average video buyer should look for when purchasing a set.

Television "Rota-Tower"

A new television tower, the Model 300 "Rota-Tower," which elevates the video antenna approximately 30 feet above roof-tops and weighs only 40 pounds, has been introduced by the Easy-Up Company, Racine, Wis. Its use is primarily for residential markets where added height for the TV antenna is desired to secure the best possible signal. Incorporated in it is a new rotating feature, permitting the antenna to be oriented after the tower is completely installed. List price of the new model is $64.50.

Stewart-Warner Electric Appointee

Erling G. Fossum, an employe of Stewart-Warner Corp., Chicago since 1926, has been appointed general manager of Stewart-Warner Electric, the company's radio and television division. This was announced yesterday by James S. Knowlson, president and board chairman of Stewart-Warner. Fossum's appointment as division head, effective Nov. 1, fills the vacancy created by the recent resignation of Samuel Insull, Jr. In his new position Fossum will be responsible for all phases of engineering, production and marketing of radio, TV and other electronic products of Stewart-Warner Electric.

Replacement Plan Established By Meck

A unique replacement policy for all purchasers of radios manufactured by John Meck Industries, Plymouth, Ind., ranging from their least expensive model, retailing at $11.95 to their FM-AM combinations listed for up to $44.95, has been announced by John Meck, president of the firm.

The plan allows any customer to bring his Meck radio to his dealer for repair, and, instead of having his set undergo repairs and perhaps wait weeks for the necessary adjustments, he'll be pleasantly surprised to find that he's presented with a brand new set at once, an exact replacement of the set he brings for repair.

Three Main Features Outlined

"The dealer, in turn, avoids costly service costs and time waste by simply returning the receiver to our plant, where it is completely reconditioned for resale," Meck said.

Features of the new plan, designed to enhance customer-dealer relations, are: (1) The retail patron gets a new set on presentation of the defective receiver, except in instances where willful damage has been done. (2) There is no service charge to dealers for adjustments made at the plant. (3) The set is thoroughly checked and reconditioned by Meck engineers, and is put in proper order for resale purposes.

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VOL. 49, NO. 20 NEW YORK, MONDAY, OCTOBER 31, 1949 TEN CENTS

TV FREEZE TO CONTINUE UNTIL SPRING

'Spot' Market Data In NARSR Release

"The Spot Radio Estimator," the first comprehensive analysis of comparative time costs on 1,874 stations in 1,160 places throughout the United States, involving the quotation of 13,980 rates, was issued last week without charge to agencies and sponsors by the National Association of Radio Station Representatives.

The 68-page contribution to the industry contains 50 pages of tables giving comparative rate charges on network and unaffiliated stations of different frequencies and in various geographical regions and population areas. The tables also give

(Continued on Page 6)

ABC Obtains Loan For TV Financing

ABC has completed arrangements with the Mutual Life Insurance Company of New York for a $600,000, 20-year loan at 4½ per cent interest, it was announced Saturday.

Proceeds of the long-term loan, due in 1969, will be used by the network in the further development of the ABC Television Center in Hollywood, Cal., a 20-acre former motion

(Continued on Page 2)

James Leaves Radio Field For Merchandising Post

E. P. H. James, formerly vice-president in charge of advertising, promotion and research with Mutual, has been named advertising and promotion director of the Steuben division of the Corning glass company with headquarters in New York. James is widely known in radio.

Cooper Union Award

Brig. General David Sarnoff, chairman of the board of RCA will be honored on Wednesday evening, Nov. 2, when he will be awarded the Peter Cooper medal for the Advancement of Sciences and Art, at the Convocation ceremonies honoring Cooper Union's 90th anniversary. Dr. Edwin S. Burdell, director, will officiate at the presentation.

Web Buys Time

NBC and its parent company, RCA-Victor, have bought time on the wired music system of Grand Central terminal to plug the network's stars and programs and the RCA Exhibition Hall at Radio City. Deal calls for RCA announcements between 7 a.m., and 4 p.m., with NBC taking the spots between 4 and 8 p.m. RCA resumes its spots between the 8 p.m. to midnight period. Deal was made with the Terminal Broadcasting company which has 100 speakers placed in the Grand Central terminal.

Ford To Sponsor UN Sessions On CBS

Ford Motor Co., has signed with CBS to sponsor two daily pickups of the United Nations General Assembly sessions at Lake Success and Flushing Meadows beginning Nov. 7 and running through the end of the year, it was announced yesterday by Gen. Carlos P. Romulo, president of the Assembly. The deal was personally engineered by CBS

(Continued on Page 7)

Commission Won't Act On Charges By Atheist

Washington Bureau of RADIO DAILY

Washington—The FCC announced Friday that it has notified Robert H. Scott, San Francisco atheist, that it will not revoke the licenses of several stations in that city for refusing to grant him air time. The Commis-

(Continued on Page 6)

Action Of FCC In Postponing Hearings On Color TV Until February Will Retard Industry

Washington Bureau of RADIO DAILY

Washington — The FCC on Friday virtually killed all hope for an early lifting of the freeze on new TV stations when it announced that it will hold additional color comparison tests in February and will continue hearings on color at that time. Final decision on color is thus put off at

(Continued on Page 7)

Video-Set Production Broke Record In Sept.

Washington Bureau of RADIO DAILY

Washington—Production of TV receivers broke all records last month, RMA said at the weekend, with RMA member companies reporting a weekly average turnout of 56,133 sets. Sales figures were not given, with no clear indication of what the publicity given the current FCC hearing has meant, if anything, to

(Continued on Page 6)

Sales, Program Execs. In Realignment At WOR

Realignment of duties and responsibilities for several executives in WOR's sales and program departments was announced Friday by Theodore C. Streibert, president of the station.

Robert Mayo, formerly sales man-

(Continued on Page 2)

Ripley Succeeds Asch At WPTR In Albany

Albany—Leonard L. Asch has resigned as vice-president and general manager of WPTR, and Fred R. Ripley has been appointed his successor. Asch, who helped to organize the Patroon Broadcasting Corporation

(Continued on Page 8)

Kenway ABC Veepee In Charge Of New Biz

Ivor Kenway has been named vice-president in charge of new business for the American Broadcasting Company and in his new post will report to Fred Thrower, vice-president in charge of sales for the network, Robert E. Kintner, executive vice-president, announced Friday. Kenway formerly served as vice-president in charge of advertis-

(Continued on Page 8)

'Transit' Case On Today; High Court Test Expected

Washington Bureau of RADIO DAILY

Washington—Washington's crucial hearing on transit radio will go into a third—and probably final—day today as spokesmen for WWDC-FM go before the District of Columbia Public Utilities Commission. Mean-

(Continued on Page 2)

Gov't Witness Bolsters BMB As Income-Tax Suit Opens

The Internal Revenue Bureau's suit against the Broadcast Measurement Bureau for some $73,000 in income taxes came to trial on Friday in a day-long session in U. S. Tax Court, New York.

The array of defense witnesses introduced by BMB included J. Harold Ryan, vice-president of the Fort Industry Co. and BMB board chairman; Frederick Gamble, AAAA president; Joseph Allen, Bristol-Myers vice-president in charge of advertising; Justin Miller, president of the NAB, and Hugh Feltis, general manager, KING, Seattle, and former president of BMB.

The sole witness for the Internal Revenue Department, which is attempting to prove that BMB is not a non-profit organization, and hence is subject to income tax regulations, was C. E. Hooper, who appeared

(Continued on Page 5)

'Monty' On Mutual

Sir Bernard Montgomery, wartime commander of the British army and currently commander of the Allied forces in Western Europe, will be heard on the Mutual network Nov. 29, 9:30-10 p.m., when the web picks up the speech which he will deliver at a dinner of the English Speaking Union in the grand ballroom of the Waldorf-Astoria Hotel.

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FINANCIAL

(October 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7¾	7¾	— ½
Admiral Corp.	28¼	27⅛	27⅛	— 1
Am. Tel. & Tel.	144⅞	144⅝	144⅝	.....
CBS A	24⅜	24	24⅛	— ¼
CBS B	24⅜	24¼	24⅜	.....
Philco	30⅜	29⅞	29⅞	— ⅝
Philco pfd.	80½	80½	80½	— ½
RCA Common	12⅞	12⅜	12½	— ¼
RCA 1st pfd.	71⅛	71⅛	71⅛	+ ⅝
Stewart-Warner	12⅞	12½	12½	— ½
Westinghouse	29½	29⅛	29¼	.....
Westinghouse pfd.	99¾	99½	99½	— ½
Zenith Radio	29	28⅝	28⅝	— ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14⅛	14	14	— ½
Nat. Union Radio	2¾	2¾	2¾	— ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14⅜	15⅜
Stromberg-Carlson	13¾	15

ABC Obtains Loan For TV Financing

(Continued from Page 1)

picture lot, which ABC acquired late in 1948 and has remodeled extensively and converted for television use.

Joins WQAM Staff

Kirby Brooks, disc jockey, has joined the staff of station WQAM, Miami, and will be heard Monday through Saturday from 6:00 a.m. to 9:00 a.m. on his program "Babbling Brooks." Brooks got his start in the entertainment business as featured vocalist and clarinet player with the bands of Dick Jurgens, Lawrence Welk, Hal Kemp, and others. He started in radio in Dayton, over WHIO.

☆ COMING AND GOING ☆

HARRY MAIZLISH, general manager of KFWB, Hollywood, left Saturday for New York. While in the East, he will attend the luncheon to be given President Truman Nov. 11 by the National Conference of Christians and Jews at the Mayflower Hotel in Washington. Chairman will be John L. Sullivan, former Secretary of the Navy.

WILLIAM F. BROOKS, vice-president of NBS in charge of news and international relations, is expected back today from a three-week trip to England and France.

ED GREIF, of Banner & Greif, publicists, left Saturday for Hot Springs, Ark., where he will address the 13th Annual Post Graduate VD Clinic. He plans to stay over at the resort for about a week.

ALVIN Q. EHRLICH, vice-president in charge of radio and television for the Kal, Ehrlich & Merrick advertising agency of Washington, D. C., is in New York on a short business trip.

JOHN K. HILLIARD, chief engineer of Altec Lansing Corp., is in town for the meeting of the Audio Engineering Society's board of directors.

ROGER SHAFFER, general manager of WSPA, Spartanburg, S. C., was welcomed Friday at the headquarters of CBS, with which the station is affiliated.

F. C. SOWELL, general manager of WLAC, Nashville, Tenn., in New York late last week on station and network business.

RICHARD H. ROFFMAN, publicist and commentator on WEVD, has returned from Philadelphia and Wilmington, where he discussed his plan for a students vs. experts program on local stations.

JOSEPH MOSS, president of Moss Associates, advertising agency, is back from Washington following completion of conferences at several Government departments.

LYMAN BRYSON, Columbia network's counselor on public affairs, on Friday was in Sweetwater, Va., where he delivered the Founders Day address at Sweetwater College. Today's he's in Hanover, N. H., to discuss "Freedom of Information" at Dartmouth.

ERNEST de la OSSA, director of personnel for NBC, is expected back today from Dearborn, Mich., where he attended a meeting of the NBC personnel group.

ERIC SEVAREID, Columbia network analyst, will broadcast his newscasts of today and tomorrow from WCCO, owned-and-operated station of CBS in Minneapolis.

TOM HARKER, national sales manager of the Fort Industry Co., with offices in New York, spent several days last week in Detroit, where he conferred with Dick Jones, managing director of WJBK and WJBK-TV.

JACK PERLIS, radio and video publicist, is back from Washington, D. C., where he went for yesterday's premiere of Ted Granik's NBC simulcast of "The American Forum of the Air."

ERNIE HARWELL, sportscaster for CBS, on Saturday was in Chapel Hill, N. C., for the game between Tennessee and the Tarheels.

DON COOPER, engineer in charge of NBC-in-Washington, arrived in New York late last week on business.

MAURICE C. DREICER, commentator on WEVD, on Saturday conferred with station executives in Kansas City, Mo., and on Sunday met with representatives of Premier Radio Enterprises in St. Louis.

HERMAN JAFFE, featured on several video programs showing reproductions of paintings and postage stamps, has returned from Miami, where he attended the convention of the Jewish War Veterans and handled public relations for the organization.

'Transit' Case On Today: Expect High Court Test

(Continued from Page 1)

time, the threat of a test case against transit radio loomed larger as a Justice Department attorney claimed that street-car radios are unconstitutional. The lawyer, Franklin S. Pollak, was speaking on his own, and had taken annual leave from his Justice Department assignment in order to help in the battle against transit radio. He said both the Fifth and Fourteenth Amendments of the Constitution are violated, but admitted that previous Supreme Court rulings are difficult to fit to the present situation. Because there is no precedent, it was freely predicted that a test case will be made. As yet, however, no one has indicated willingness to step forward and bring suit if the PUC decides to okay transit radios here.

Payment Scale Outlined

Meantime the Capital Transit Company said it plans to install equipment in 1500 cars and buses if permitted. There are presently 212 installations, with the transit company receiving a minimum payment of $6 per month for each. The contract with the station calls for that minimum per bus. On the basis of gross advertising revenues, the company would receive ten per cent of the take up to $100,000, plus 20 per cent of everything between $100,000 and $200,000, plus 33 per cent of everything between $200,000 and $400,000, plus 35 per cent of everything between $400,000 and $500,000, plus 45 per cent of the take between $500,000 and $600,000 and 50 per cent of everything over $600,000.

Sales, Program Execs. In Realignment At WOR

(Continued from Page 1)

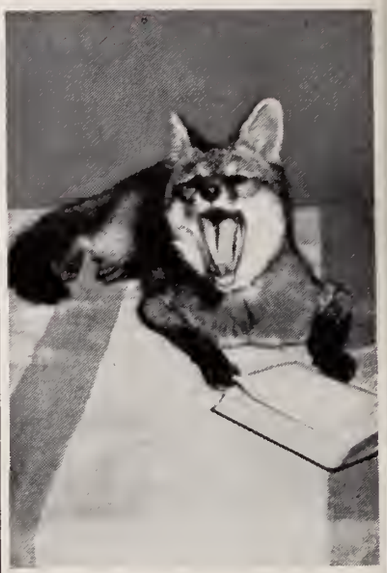
ager, has been appointed director of sales for WOR and WOR-TV, working under R. C. Maddux, vice-president in charge of sales.

Succeeding Mayo as WOR sales manager is John P. Nell, who has been with the station since 1938, first in promotion and more recently as an account executive. Nell will supervise all WOR time sales.

Donald Hamilton, who has been WOR's assistant program director, has been appointed manager of program operations for WOR and WOR-TV. In this position he will assist Julius F. Seebach, Jr., WOR vice-president in charge of program operations.

Robert Brewster, formerly executive producer for WOR and WOR-TV, has been appointed radio programs manager for WOR. In his new capacity Brewster will concentrate on the WOR schedule, supervising existing programs and developing new ones. The new radio programs manager has been at WOR since 1948, when he joined the station after 12 years at J. Walter Thompson as radio producer and account executive.

Eugene Fitts of the program department has been appointed executive producer, while Robert A. Simon will continue as program development manager.



Bored to tears

Whatever that book is, it doesn't seem to be making much of a hit with the silver fox. From the looks of that big yawn, he seems bored to tears with the whole thing.

We'll try not to bore you in this ad for W-I-T-H. We'll just give you a few fast facts:

W-I-T-H is the BIG BARGAIN BUY in the rich Baltimore market. Why? Because W-I-T-H delivers more regular listeners-per-dollar than any other station in town.

This means that a LITTLE bit of money goes a LONG way on W-I-T-H. You can get big results from small appropriations on this station.

So don't put off this important move another day—call in your Headley-Reed man and get him to tell you the whole W-I-T-H story.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Mr. Jamison stands out in the crowd...



In a crowded reception room, in a crowded office, even in a crowded elevator...our man Jamison is a standout.

He looks like a young fellow on the way up...with something on his mind. When he talks, people listen.

The reason is obvious. *Mr. Jamison always knows what he's talking about...always delivers.* For example:

> Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.

> Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.



The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

CHICAGO

By HAL TATE

JOHN BALABAN, head of WBKB, was awarded the third annual Laurel Award by the Actor's Club of Chicago—local counterpart of the New York "Lamb's Club—at the 8th Street Theater Monday night. The placque was given Balaban "in recognition of his outstanding work as a pioneer in television in Chicago and his furthering of the ideal presentation of entertainment."

Ed Voynow, Petry head in Chicago, breakfasting in the London House, reports that the new sales manager of WHAS, Louisville, is Neil Cline, who is leaving his post as commercial manager of KTBS, Shreveport, La., to accept the Louisville position. Cline at one time was on the sales staff of WHAS.

NBC Notes: Eddie Cantor, star of NBC's "Take It Or Leave It" show for Eversharp, was in town to address the National Safety Council at the Stevens Hotel Wednesday night. . . . Visiting here is Ernest de la Ossa, director of the web's personnel. . . . Everett Mitchell will address the annual farmer-businessmen's banquet of Sioux City, S. D., Chamber of Commerce on November 22.

Johnny Desmond's weekly 5-minute Ronson show on Mutual has been renewed again. Johnny finally found an apartment on North State Parkway near the Ambassador East Hotel.

One way to succeed at WGN is to be a publicity man. Manager Frank Schreiber held that post. And now Bruce Dennis, publicity director before he became a Naval officer during the war, has been appointed program director in addition to his present duties as Frank's assistant. Present publicity director is Jim Hanlan. What's his next post at WGN? Dennis succeeds Walter J. Preston, who has resigned to enter the management end of the business. Anyone know of a good station for Walter? He's interested in buying one.

Paul Brines, Schreiber's assistant, is still on leave of absence downstate. His father is still on the ailing list.

Claude Kirschner's co-op TV show on WNBQ called "Hi, Ladies," which originates at the Home Arts Guild, going over so well that it may expand to a five-time weekly deal. It's now televised from 3:45 to 4:15 p.m. Mondays and Thursdays.

Local TV executives anxiously awaiting the next BMB Report which is reported to contain television surveys in addition to the radio research statistics.

Out of town guests at the Chicago Radio Management Club luncheon held at the Tavern Club Wednesday included: Don Davis, WHB prexy; Bill Pirie, Jr., director of national sales for WFBR, Baltimore; and Ralph Weil, manager of WOV, New York.



Mainly About Manhattan. . . !

● ● ● **WEEK-END CUFF NOTES: Station reps are reported annoyed at the references Maurice Mitchell, director of Broadcast Advertising Bureau, makes about them in his radio sales pitch at the NAB district meetings. Mitchell, who makes a forceful presentation of radio's shortcomings in getting their share of the advertising dollar, gives the station reps a light brush-off. The future of Broadcast Measurement Bureau will be one of the problems the NAB board will have to cope with at its Nov. 15th meeting. Staff of BMB in New York is reported to be on notice with the suggestion they find new jobs by Jan. 1st. . . . Rumors that ABC is interested in acquiring the Mutual web are treated lightly by execs of both networks. . . . "The Fat Man" may head for the coast and wind up on video as well . . . Alan Young to get the kinescope treatment. Colgate's interested. . . . Lanny Ross returns to the air on Mutual today at 12:15-12:30 p.m. Hs first airing will be from Detroit where he's making personal appearances. . . . Paul Denis has an article in the Nov. Pageant tagged "Does TV Make You Gag?" Incidentally, his B'way column goes into 24 semi-weeklies of the Chicago North Side Newspapers Chain on Nov. 15th. . . . Emilio Azcarraga of Mexico City and John Royal of NBC seen watching the fights at Madison Square Garden Friday night.**

☆ ☆ ☆ ☆

● ● ● Martin Gosch, the "Tonight on B'way" TV producer, has good reason for his broad smile these days. The just-released Bernays report on the theater tagged Gosch's telestanza, which brings actual scenes from the B'way shows into your parlor, as one of the best remedies for the box-office slump around Shubert Alley. Result is that many legit producers who originally hesitated at permitting him to telecast highlights from their plays are now co-operating fully.

☆ ☆ ☆ ☆

● ● ● **Just about a year ago Kathi Norris brought her "Television Shopper" stanza to WABD-DuMont as a half-hour sustainer. Practically everybody (with the exception of her producer-husband, Wilbur Stark, natch) were skeptical as to how a daytime video show would latch on to the busy house-wives at that hour. But the series did click and big, as a look at the record books will show you. The program was increased to a daily hour recently and now, on her first ann'y, Kathi Norris' "Television Shopper" is the only daytime participating TV series completely sold out—not to mention a waiting list of five or so sponsors.**

☆ ☆ ☆ ☆

● ● ● OUR HAT'S OFF DEP'T: Milton Douglas' talented production job for Stanton B. Fisher, Inc., on the Jack Carter Sat. nite TV series, "Cavalcade of Stars." . . . Bob Poole's lively Mutual series, "Poole's Paradise," produced by Larry Dorn. . . . Maria Neglia's sensational violin at the Persian Room. . . . The show-stopping of crooner Ralph Young in the Strand's "Make Mine Manhattan" revue. . . . Ted Steele's Columbia platter of "Down the Old Green River." . . . Peter Donald's first kiddie record album, "Chummy," out this week.

☆ ☆ ☆ ☆

● ● ● **SMALL TALK: After 12 years of radio writing, Irv Tunick has been invited to appear on CBS' "You and Hobbies' to talk about his pet hobby—stamp collecting. . . . Elliott Lewis, top radio actor, will produce and direct "Broadway's My Beat" starting on CBS Nov. 5th. . . Ted Green at the Beth El hosp. in Bklyn for minor surgery. . . . The success of ventriloquists on radio and TV simply proves that a wood to the wise is sufficient, points out songstress Valaida Snow. . . . Morey Amsterdam had a sandwich named after him at Arnold Reuben's. A ham sandwich, natch.**

AGENCIES

GEORGE L. MILLER, (Aesop Glim), vice-president, R. T. O'Connell Company, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York today, October 31st. His subject will be "Fundamental Appeals and Principles in Copy Writing.' The meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

THE ANAHIST COMPANY has engaged Foote, Cone & Belding as its advertising agency. National magazines, newspapers and radio will be used for the nationwide promotion of the first anti-histamine for treatment of colds and hay fever to be made available to the public without a prescription. The new product will be called Anahist.

MILLER ADVERTISING AGENCY, INC. has been appointed by the Renault selling branch to handle all promotion and public relations for the Renault automobile in North America.

ALLEN DUCOVNY has joined the radio production staff of Kenyon & Eckhardt, Inc. He was formerly with Robert Maxwell Associates and Superman, Inc.

ROBERT W. BUCKLEY has resigned as business manager of Benton & Bowles' radio and television department, effective Nov. 15, to join the Ludlow Typograph Co., Chicago.

THE NAT M. KOLKER ADVERTISING AGENCY, Philadelphia, has been appointed by Pride, Inc., makers of dog and cat food.

DONALD SCANDLIN has joined Ted Bates & Co. as media buyer. He was formerly with Owen & Chappell, & BBD&O.

FRANK KIERNAN & CO. has moved to 92 Liberty St., New York.

TRACY, KENT & CO., INC. has been named by Excelsior Quick Frozen Meat Products for its quick-frozen steaks. Television will be used.

CARL REIMERS CO., INC. has resigned the Firth Carpet account.

HICKEY-MURPHY-ST. GEORGE, INC., New York, has moved to larger quarters at 216 E. 45th St.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC. has been named by the Marlboro Shirt Co., Baltimore.

LENHART ADVERTISING, York, Pa., has been named by Herb's Keystone Brewery for New York Pilsener Beer.

EILEEN NOLAN, formerly with Grey Advertising, has joined Robert W. Orr & Associates.

THE WEEK IN RADIO

UN Day Saluted

By AL JAEGGIN

THE corner stone laying ceremonies of the new United Nations quarters in New York City in which President Truman and high ranking U. S. and world dignataries participated was given wide coverage by both radio and television. It was estimated that an audience of 50,000,000 people throughout the world heard the broadcast. The program was aired by 2,000 stations in the United States and staff members of the U. N. radio division described the ceremonies in 26 languages for broadcast via shortwave around the world. . . . Skytop Lodge at Skytop, Pa. was the scene last week of a two-day session for over 100 broadcasters from the Pennsylvania, Delaware and Maryland areas to attend the Third District NAB meet, called by George D. Coleman, general manager of WGBI, Scranton, district chairman. The sessions differed somewhat from previous NAB district meetings in that they did not adhere strictly to the "off the record" procedure advised by NAB executives in Washington. A survey of members attending the meetings indicated that commercial sales this year were holding up well and in many instances running higher than last year. . . . The final session of the NAB Third District meeting at Skytop brought forth criticism from many of the NAB members with regard to an increasing demand for free air time for non-political broadcasts by Senators and Representatives in Washington. The consensus of opinion seemed to be that the requests for such free time comes under the classification of commercial time and should be paid for at prevailing station commercial rates. According to reports, the trend does not only apply to political parties, but to servicemen's organizations, labor organizations and others, who seek free time under the guise of public service programming. . . . President Harry S. Truman and Charles E. Wilson, president of the General Electric Company broadcast addresses over the major networks yesterday, launching the "Religion in American Life" Campaign. The program originated with CBS studios in New York, with the exception of the President's speech, which was heard direct from Washington. . . . The Dolcin Corporation completed one of the largest contracts ever signed in New England for radio with the Yankee Network for twelve quarter-hours a week, the program being aired for the first time yesterday. The 52-week program on WNAC and the complete Yankee net included six different programs for morning, afternoon and evening listening. . . . Joseph H. McConnell, new president of NBC, met the press during the week at a luncheon held in the Flamingo Room of the Waldorf-Astoria. Invites to meet McConnell brought out the key men of the wire services, trade and daily papers. . . . Despite the FCC's refusal to permit WNYC, New York, to remain on the air beyond its present sign-off time of 10 p.m., on election eve, November 8, the station's director, Seymour Siegel announced plans whereby the station will make its most extensive coverage in its 25-year history for the gathering of election night returns. Siegel said that the station would make its unique coverage facilities at City Hall available to other local stations as a public service. . . . NBC's director of research, Hugh M. Beville, Jr., told the 8th annual luncheon meeting of the Pulse, Inc., held at the Hotel Biltmore in New York that the industry can no longer afford to ignore the out-of-home radio audience, because it is "substantially greater than generally surmised" and because overall radio listening both in and out of home, "will come back into its own side by side with television viewing" as the novelty of the newest medium wears off. . . .

Gov't Witness Bolsters BMB As Income-Tax Suit Opens

(Continued from Page 1)

under subpoena. His testimony, which ended the long courtroom session, was more damaging to the government's case than otherwise. After oral testimony for both sides concluded on Friday, each was given 45 days to submit briefs.

One of the main points of the government's case, as stated by the special attorney of the Internal Revenue Bureau, Sheldon V. Ekman, is an allegation that BMB was formed to carry out functions now performed by private groups operating for profit, and that the Bureau is performing functions ordinarilly done for profit.

Crux of BMB's defense, as stated by its attorney, Lawrence F. Casey, is that the Bureau was organized not for profit "but to improve business conditions in broadcasting and advertising." Thus, according to Casey, BMB has had "neither net income nor gross income."

All BMB Testimony Similar

The testimony of Ryan, Gamble, Allen, Miller, and Feltis, as brought forth in direct examination and cross-examination, followed this general line. Ryan, testifying first, said that the original subscriber contracts drawn up by the Bureau for Study No. 1 provided for an "adjustment" if the study cost more or less than anticipated. Enlarging on this, he said it was understood that a refund would be made to subscribers if a cash surplus remained after completion of the study, and that an additional charge of up to 25 per cent would be levied if it cost more than anticipated.

The government attorney's objection to that interpretation of "adjustment," which he raised at intervals during the hearing, was overruled by the presiding judge, Samuel B. Hill. Ryan denied the government's suggestion that BMB was doing business in competition with private groups such as the Hooper and Nielsen firms—a denial that was echoed by the other BMB witnesses in turn, and finally by Hooper himself.

In tracing the origins of BMB, Ryan described the "chaotic" conditions in radio before the Bureau's formation, which conditions he attributed to the wide conflict in station coverage claims and measurement methods. This point was similarly stressed by the other defense witnesses.

Joseph Allen, the Bristol-Myers executive who is the ANA representative in BMB, declared that the Bureau was set up with the purpose of providing industry-wide benefits, and not for the interests of any special group or segment of the three industry associations which created BMB—the NAB, ANA, and AAAA. Asked to explain his interest as an advertiser in broadcasting, he said: "Advertisers are interested in all forms of media. . . . No other medium covers an audience as well as radio . . . a peculiarly powerful medium."

Judge Miller Heard

Fred Gamble, the 4-A president, testifying next, made substantially the same points, from the standpoint of the agency rather than the advertiser. Judge Miller, following Gamble to the stand, presented the broadcasters' viewpoint as to BMB's functions and worth, and denied a series of questions by the government attorney seeking to show that BMB was operated from profit motives and to serve certain segments rather than the industry as a whole.

Hugh Feltis, who was BMB's first president, traced for the court the steps leading up to the Bureau's birth, from the time in 1944 when he, as chairman of an NAB research committee, presided over a meeting which explored the problem of finding a uniform yardstick for station coverage membership.

"Customer," Says Hooper

Final witness of the day was C. E. Hooper, called by the government attorney. Asked by the latter, "Do you consider BMB a competitor?", Hooper replied: "Actually, if you looked in our books, you'd find they are a customer." Conversely, he said, "BMB measurements have been used as a source by us." The general effect of his testimony was to refute suggestions by the government attorney that Hooper and BMB measure the same things, or that their measurements are roughly comparable. Asked in conclusion by the Internal Revenue Bureau's attorney if he had any idea that BMB might constitute competition for him in the future, Hooper replied: "It's nothing I'm lying awake at night worrying about."

NEW BUSINESS

WGN-TV, Chicago: Ford Dealers of Chicago will sponsor "Big Ten" football for a half-hour on Fridays, 7:30 to 8 p.m., with Wilfred Smith predicting the next week's gridiron scores. The contract began Sept. 23, and continues for 10 weeks. J. Walter Thompson Co. is the agency. Burke Motor Sales Company, Chicago, sponsoring the musical show, "Sunday Night Date," on Sundays from 6:45 to 7 p.m., on WGN-TV for 13 weeks. It began Sept. 25. Continental Clothing Company is sponsoring "Continental's Date Night," on WGN-TV, for 52 weeks, from Sept. 28. Jones-Frankel, Chicago, is the agency.

WGN, Chicago: William Wise Company, New York, will sponsor "Get More Out of Life" Monday thru Friday 10:15 to 10:30 a. m. and Sunday 10:45 to 11:00 p. m. for 13 weeks, beginning this week. Thwing and Altman, Inc., New York, is the agency.

The Chicago Tribune has renewed "Interesting Facts," on Sundays from 10:15 to 10:30 a. m. beginning immediately for 52 weeks. George H. Hartman Company, Chicago, handles the account.

WQXR, New York: Vim Electric Co., operating 21 appliance stores in the metropolitan area, will sponsor Pru Devon's "Nights in Latin America," Monday and Friday, 10:05-10:30 p.m., starting Oct. 24. The 52-week contract was placed through Sternfield-Godley, Inc. Gambarelli and Davitto has renewed for the 12th consecutive year of its contract for "Music to Remember," a program of recorded light concert melodies. The one-year contract, effective Oct. 26, covers the 6:05-6:28 p.m. period, Monday, Wednesday, and Friday. Platt-Forbes, Inc. is the agency.

Electric Co. Sponsoring New ET Series In Canada

Montreal—A new radio program, sponsored by Northern Electric Company, Ltd., Montreal, and produced with a view to "reaching" the Canadian housewife, will be given its official premiere in Vancouver, B. C., early next month, it was announced here by E. H. Woodley, advertising manager of the company. The program, named "The Northernaires" will be broadcast via transcription, three times weekly and will be of 15 minutes duration. It is planned to stage the shows during the morning.

Will Represent WSKB

The Friedenburg Agency has just been appointed national representative for radio station WSKB, McComb, Miss., a 5,000-watt station with studios in New Orleans and Jackson, Miss. It is one of the oldest stations in the state, a station that started with 100 watts and is now up to 5,000 watts.

'Spot' Market Data In NARSR Release

(Continued from Page 1)

a breakdown of rates in four time units: 30 minutes, 15 minutes, one minute and station break. Special formulas are provided for estimating "with reasonable accuracy" other classifications, such as night-time rates, early morning rates, late evening rates; time units of one hour, 10 minutes and five minutes; and frequency discounts from 13 times to 260 times.

In announcing the release of the publication, NARSR managing director T. F. Flanagan told RADIO DAILY that "this is the first time that a complete and authoritative set of tables has been made available to advertising agencies and advertisers by which they can tell at a glance what it will cost them to buy time on stations in various classifications throughout the country. 'This is a service," he explained, that agencies and advertisers have wanted for a long time. It will be of inestimable value, particularly to time buyers."

Markets Are Listed

The Estimator has three principal tables: a division by geographical groups, a division by metropolitan markets, and tables giving Spot rates in 1160 places in the United States in which there are one or more radio stations. Each table shows the rate for the highest cost station, the average rate for affiliated stations, and the average rate for non-network stations.

From this book, you can tell how much it will cost to buy any time unit in any day-time or night-time classification, in the 35 metropolitan markets of 500,000 population and more, or in the 70 markets in the 250,000 to 500,000 list, or the 150 markets of over 100,000 in population, or in a total number of 1005 markets, two-thirds of them being in places with less than 25,000 population.

Examples Cited

The figures show, for example that you can buy 15-minutes, daytime, at the one-time rate in 150 markets of 100,000 and over for $7,979, subject to frequency discounts. That is the price of the highest cost station in each of those markets, but the average rate for the network affiliated stations would be $5,931, and the average cost for non-network stations, $3,010.

Each of the 178 metropolitan markets is listed, together with the number of network affiliates, and non-network stations in each, the population, and the cost for various time units and various types of stations.

There are 35 markets in the United States of 500,000 population and over. A 30-minute program on the highest cost station in each of those 35 markets, subject to frequency discounts, will cost $5,200; a one-minute announcement—$1,363; a station break—$1,156.

Texas has the largest number of network affiliated stations, 77, with Pennsylvania taking second place in the list, New York third and California fourth.

Texas also has the largest number of non-network stations, 81, with California second with 74, and New York third with 46.

The formulas indicate that night-time rates are 72 per cent higher than day-time rates.

The total number of rates quoted is 13,980.

Punch-Cards Used

The tabulation of rates was done by machine from punch cards prepared by Statistical Tabulating Company, using rates published by Standard Rate & Data Service, Inc. The rates for 1,874 stations were tabulated on 7,208 cards, with an estimated number of holes punched or data recorded of 423,320. The total number of computations made is roughly 75,000.

The book also includes two pages of high-spot "advantages" of spot radio as an advertising medium, with examples of its use and success in several industries.

PICTURE OF THE WEEK



T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives; Richard C. Grahl, radio time buyer of William Esty Co.; and Lewis H. Avery, president of Avery-Knodel, Inc. are showing their satisfaction with the new NARSR publication, "Spot Radio Estimator," a 68-page contribution to agencies and sponsors giving comparative time rates for 1,874 stations in 1,160 places throughout the country.

Headley To Address Ohio Broadcasters

Frank M. Headley, president of Headley-Reed Co., station reps., and president of NARSR, will address the luncheon session of the Ohio Association of Broadcasters at Cleveland, Nov. 10, on the general subject of the spot radio sales problem.

Producer Returns

Marilyn Gusten has resumed her duties as producer of "Betty Clark Sings," Sunday at 3:15 p.m., on ABC, after an absence of several months, during which Bob Smith filled in. P. J. Ritter Co., sponsors the show, through the Clements Co.

Hanna Quits CBS For NAM

Newsman Ted Hanna will leave the CBS news staff, Oct. 31, to join the National Association of Manufacturers, where he will write and broadcast a weekly 15-minute program.

Video-Set Production Broke Record In Sept.

(Continued from Page 1)

set sales. RMA said production continues to be below demand.

Total production for the month was 224,532 sets, bringing the 1949 total to 1,402,840 sets. It is estimated that total production for the industry—including manufacturers not in RMA—totalled about 265,000 sets. RMA members turned out only 185,706 during the five-week period surveyed in August.

A total post-war output of 2,750,000 TV receivers is estimated as of one month ago, with the figure probably close to 3,000,000 today.

FM and FM-AM receiver production went from 64,179 in August to 70,936 last month, for a 1949 total of 583,339. In addition, 43,436 TV receivers had continuous tuning to bring in the FM band.

Production of AM-only sets fell to 461,532, from 559,532 a month earlier.

Commission Won't Act On Charges By Atheist

(Continued from Page 1)

sion said in a letter to Scott that there was no indication "any program broadcast by the named stations was directed against you personally or against the petition which you espoused."

No situation was presented, the Commission said, "in which the station has denied an opportunity to afford equal time for the presentation of a controversial issue of public importance. There is no obligation on the part of a station licensee to grant the request of any and all persons for time to state their views on matter in which they may be interested."

It was Scott's earlier protest which led to the controversial 1945 decision regarding attacks on atheism.

WQXR Music Series

WQXR, New York, will again broadcast the "Twilight Concerts" series from Carnegie Hall this season on Sunday afternoons, 5:30-6.

WANT TO BOOST YOUR HOOPER?
Reach by mail a new complete list of
TELEVISION OWNERS
in all important TV markets.
$18.75 per M names, addressed on your envelopes
DUNHILL
INTERNATIONAL LIST CO.
565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 31, 1949 — TELEVISION DAILY is fully protected by register and copyright

FREEZE TO REMAIN UNTIL SPRING

TELE TOPICS

"THE CLOCK," NBC series recently sold to Lever Brothers, is an ultra-smooth production that too often is superior to the dramatic quality of the stories it presents. Last week, for example, was about a basically good but not overly bright boxer with an overpowering yen for the female of the species. He is led astray by a beautiful, greedy and libidinous Park Ave. matron who kills her husband and frames the fighter's manager for the foul deed. The fighter, conscience-ridden and out of condition, is knocked for a loop in his bid for the title. He returns to the girl's apartment in time to make a clean breast of the murder to a waiting detective and save his manager from the chair. . . . Bill Thunhurst and Bob Morgan turned in effective performances as the pug and his manager, while Brook Byron was properly attractive as the femme fatale. Films of training scenes and a fight, made by Ted Estabrook, were truly exciting and neatly integrated in the script. Direction by Laurence Schwab, Jr., pointed up the action neatly and used the Zoomar lens to great dramatic effect. Ernest Walling produces the series and Larry Semon is the voice of the clock. Adaptation for "The Fighter" was by Bob Wald.

•

ONE OF THE LARGEST WEBS ever assembled has been signed by Ford Dealers of America for the Kay Kyser show which bows on NBC Dec. 1 in the Thursday, 9-10 spot vacated last week by Buick's Olsen & Johnson show. Total of 48 stations will carry Kyser's musical quiz which will be produced and directed by Earl Eby. J. Walter Thompson is the agency. . . . CBS will drop "Sports Special" after the Nov. 4 airer and replace it with the Kirby Stone quintet, Tuesday, Wednesday and Friday, 7-7:15 p.m., beginning Nov. 8. . . . Screen Actors Guild board of directors will report on the TV Authority negotiations at the SAG's annual membership meeting in H'wood Nov. 13. Announcement of the meeting said TVA "would conflict with and challenge SAG in the field of motion pictures."

•

WORLD VIDEO'S "Actors Studio," hit last week by the ABC economy axe, moves to CBS beginning tomorrow nite in the spot vacated by "We The People," Tuesday, 9-9:30 p.m. . . . Two residents of Manhattan's Stuyvesant Town housing development are helping to pay off their church's debts by collecting a dollar from each couple visiting their apartment to watch Saturday afternoon football games. . . . WNYC's TV film unit, headed by Cliff Evans, has completed its documentary film on housing. The 40-minute reel, titled "For The Living," is narrated by Fredric March.

Ford To Sponsor UN Sessions On CBS

(Continued from Page 1)

prexy Frank Stanton and the contract was signed through Kenyon & Eckhardt.

The daily pickups are planned—from 11 a.m. to 1 p.m. and from 3 to 4 p.m. TV recordings of the programs are to be made available to other member states of the UN throughout the world.

Statement By Gen. Romulo

In announcing the series, Gen. Romulo said, "The Ford Motor Co., has undertaken to assume the entire cost of presenting these programs. This sponsorship includes a stipulation by the company itself that these programs are to be presented as a matter of public service and not as a method of product advertising. We are appreciative of the spirit that has made these arrangements possible. These daily programs are quite frankly to be considered experimental."

Stanton said, "The sponsored television broadcasts present a great and exciting challenge and constitute a landmark in television's growth in the field of public affairs."

New Film Series

Ted Mack is planning to produce a series of 30-minute film versions of his "Original Amateur Hour" to augment the show's radio, TV, and stage unit lineup, it was announced yesterday. The films will be made by Reemack Enterprises, Inc., for TV presentation.

TV's 'Silver Lining' In Sight—Swezey

New Orleans—Television, "is beginning to see the silver lining," Bob Swezey, general manager of WDSU-TV, said last week in an address before the New Orleans Business Men's Association.

National and local advertisers are speedily providing the answer to the question of who will pay for TV, Swezey said. These sponsors will pay even though the costs are far in excess of those in radio because they are finding out that they get their money's worth."

Wants Justice To Monochrome

Although the continued growth of the medium is assured, Swezey said, there may be deterrents. "If for example the FCC should adopt standards now for any color system, compatible or otherwise, it would seriously retard the normal healthy development of the industry. We must have a reasonable opportunity first to do justice to the black and white system."

Ruggles On ABC Web Starting Thursday, Nov. 3

"The Ruggles'," weekly half-hour domestic comedy series scripted by Fred Howard and starring Charlie Ruggles bows on ABC web Thursday, Nov. 3, 9:30 p.m. Featured in the cast will be Irene Tedrow, Tommy Bernard, Judy Nugent, Jimmy Hawkins and Margaret Kerry. Network airing will be via recording.

The Week In Television

Receiver Sales, Production Reach Record High

Receiver sales and production are at an all-time high with demand—undiminished by the color hearings before the FCC—still exceeding supply. Industry total for the year is expected to exceed the 2,000,000-set goal and may go as high as 2,300,000. . . . AFM established a wage scale for TV films of $27 per man for each "film program of 15 minutes or less duration, with or without commercial continuity or announcements, the rehearsing, recording and photographing of which does not exceed one hour." . . . Fireworks between Commissioner Robert F. Jones and Philco v-p David B. Smith enlivened the color hearings in Washington as Smith accused Jones of "pitching" for the CBS system. . . . U. S. District Court in Philadelphia ruled out a Pennsylvania regulation that would force censorship of TV films and held in effect that TV programs are interstate commerce and not subject to state regulation. . . . Substantial changes in major baseball league broadcasting rules were made with the result that the Justice Dept. suspended a probe of alleged anti-trust violations. . . . Action by the 4-A on formation of Television Authority was postponed for not more than three weeks "to preserve continued unity among 4-A unions in the interests of the public and of our entertainment profession."

FCC Sets Further Color Tests For February

(Continued from Page 1)

least until spring. The Commission also denied the RCA application for postponement of comparative demonstrations scheduled for Nov. 14 and called off its scheduled San Francisco trip to study the Color Television, Inc. system.

The freeze is certain to be retained for many additional months, with all testimony in the hearing to be held off until February 13, when the color phase will be reopened. A week earlier CTI will demonstrate in Washington, with comparative demonstrations of the CBS, RCA and systems to be held beginning February 8. Direct testimony on the color issue will be resumed tomorrow, running three days and again on Tuesday, Wednesday and Thursday of next week. DuMont is still to complete its direct presentation, with Dr. Lee DeForest slated to follow. In addition A. T. & T. and Western Union have been invited to appear, and it is likely that some of the witnesses who have already appeared will be recalled for further questioning.

The Commission's notice of Friday stated that there might be further direct testimony in February, before the cross-examination gets under way.

The new schedule means that it will very likely be April at least before testimony on the UHF channels, separation and other issues than color will be heard.

Friday's action, Commission sources said, would have been taken even if there had been no RCA petition for delay. Testimony thus far has demonstrated that no final decision can be made now, it was explained. Next week the Commission will issue a notice outlining further information it wants from participants in the color hearing.

RCA, Friday issued the following statement on the FCC order:

"In setting the date of February 8, 1950 for a demonstration of the three color television systems being proposed, the Commission has resisted Columbia Broadcasting System's invitation to haste. As RCA stated on October 26th, 'the public interest can be served only by a sound decision and not necessarily by a quick decision.'

"The revised schedule gives RCA the time it requested for the demonstration of the three systems of color television proposed to the FCC."

Charges Mfrs. With Ignoring FM Radios

Washington Bureau of RADIO DAILY

Washington — FMA said Friday that radio manufacturers are "courting economic suicide by stubbornly ignoring public demand for thousands of FM receivers."

Edward L. Sellers, FMA executive director, declared the "lack of foresight by some of the manufacturers is working a hardship on many FM broadcasters and the public as well as overlooking a tremendous source of added income and profits for the set makers themselves."

He said FMA has "black and white figures to show that in many sections of the country public demand for a particular type of FM set has created a continuing shortage among dealers."

Reporting that one distributor of a popular FM receiver has said it will be after January before present orders can be filled, Sellers charged the manufacturers with "shortsightedness and/or downright refusal to heed the demand of the public."

Ludens Buys 15 Minutes Of CBS Quiz Program

Ludens, Inc., will assume sponsorship of the 10:45-11:00 p.m., segment of the CBS network's hour-long musical quiz series, "Sing It Again," starting Nov. 26, it was announced Friday by William G. Gittinger, web vice-president in charge of sales. Agency for Ludens is J. M. Mathes, Inc., New York.

Named To WHAS Post

Neil Cline has been appointed sales director of station WHAS, Louisville, Kentucky, it was announced by Victor A. Sholis, director of the station. Cline replaces J. Mac Wynn who resigned from the position to become advertising manager for the Atlanta Journal, Atlanta, Georgia.

Sholis also announced the appointment of J. Rodney Will of the sales department as the head of regional sales for the station.

Send Birthday Greetings To—

October 31

Murry Carpenter — Mary McCoy

Douglas Hope

November 1

Stan Shaw — Ray Sinatra

Barry McKinley

November 2

June Lyon — Benton Ferguson

Clyde Scott — Mary Steele

November 3

Donald Dickson — Ed. Smalle

Milton Herth — M. B. Hudson

Morgan L. Eastman

COAST-TO-COAST

N. O. Visit For Two

Birmingham, Ala.—A new five-day a week WSGN program, titled "At Your Request," is giving a two-day visit in New Orleans with all the trimmings, offered by emcees Bill Wright and Schaff Gregory, as a prize to the winner. The winner can take along a companion at the station's expense. Both will ride a luxury train, stop at hotels and dine at Crescent City's French restaurants.

Talent For The Week

Hartford, Conn.—Jeanne Miller, 19, was talent "find" discovered by WDRC for the week of October 24. Several of Jeanne's songs were played over the station on all locally-produced programs during the week. She sings "pops" and semi-classical numbers.

Cooper Appointed To WTTM Post

Trenton, N. J.—WTTM-NBC announces the appointment of Vivian J. Cooper as the station's director of promotion, publicity and women's activities, replacing Mary Wilson, who will continue airing her early-morning "Meet Mary" program only. The program "It's A Woman's World," broadcast daily at 1:45 p.m., will now be taken over by Cooper.

"Get More Out Of Life"

Milwaukee, Wis.—A new and different series, "Get More Out of Life" has made its debut on WISN. This program is heard Saturdays at 8:30 a.m. and Sundays at 10:15 a.m. The broadcast features discussions of various general subjects such as home repairs, first aid and legal difficulties. The program is sponsored by William Wise Company, publishers.

Football On WWBZ

Vineland, N. J.—Nine Bridgeton, Vineland and Millville high school football games broadcast play-by-play on WWBZ, have been bought by Harry Spiegel Enterprises, contractors and builders, and Morie-Viola Co., cement specialty manufacturers. Play-by-play is handled by Dick Shindler with commercials miked by Fred Wood.

WOSU Man Returns

Columbus, O.—William F. Heimlich, program director of WOSU, the Ohio State University campus radio station before the war, is returning to the United States after serving several years as chief of the Berlin radio station.

New Contract For WBS

Moorehead, Minn. — The World Broadcasting System announces that KVOX has signed a contract for the use of World's extensive transcribed library service. This is the first time this station has subscribed to the World service.

WCOP Adds Weather Report

Boston, Mass.—In response to listeners' requests, WCOP has changed its late evening lineup to include an 11:05 p.m. weather report, to be conducted by Ralph Barker, WCOP's "Old Salt." This forecast, to be heard seven nights a week, is in addition to the Old Salt's 7:40 a.m. and 6:10 p.m. weather reports.

New Program News On WOAI

San Antonio, Tex. — "Americans, Speak Up," has been added to the schedule of WOAI sponsored by the Associated Employers, Inc., and is being heard for a quarter-hour each Friday evening. Bill Slater is emcee and prominent American figures appear as speakers. Each week $200 in Government Savings Bonds and other prizes are awarded on the airing.

"Bums" Are Good Mikemen

Greensboro, N. C.—The all-Negro baseball club now barnstorming through the South includes a quartet of men who are as good at the microphone as they are at the plate. When the team recently played a game in Greensboro, N. C. Wally Williams, who conducts the daily Sports Parade on WCOG, arranged a round-table interview with Jackie Robinson, Roy Campanella, Don Newcombe and Larry Doby. The resulting broadcast was of such high calibre and general interest that a recorded portion of it will be incorporated into Joe Hasel's regular ABC Sports Review at 11:15 p.m. October 31st.

Whiffenpoofs To Be Aired

Hartford, Conn.—The Yale Whiffenpoofs, college singing group, will do a special 15-minute program over WDRC, November 23, at 6:30 p.m. The Whiffenpoofs will be in town for an engagement, and will do the WDRC show prior to their nighttime performance.

Trinity Radio Forum Set

San Antonio, Tex.—The Trinity University will again this season present "The Trinity University Radio Forum" for a full-hour each Monday night over KMAC. The broadcasts originate from the auditorium on the campus of the school.

Kenway To New Post As ABC Sales V.-P.

(Continued from Page 1)

ing, promotion and research for the web.

Ted Oberfelder will continue in the post of director of advertising, promotion and research and in addition will assume the duties in these departments handled by Kenway, Kintner said.

In his new capacity, Kenway will coordinate and direct the network's sales activity toward prospective advertisers in the radio and TV fields and will also head the company's sales efforts directed at sponsors whose business and advertising is seasonal.

Kenway joined ABC in January, 1944, and has served in the network's sales and station relations departments as well as advertising, promotion and research departments. Oberfelder, who has been ABC's director of advertising, promotion and research since June, 1948, joined the web following several years with Philadelphia radio stations.

Ripley Succeeds Asch At WPTR In Albany

(Continued from Page 1)

and to get WPTR into operation as a 10,000-watt station in 1948, will again head WBCA-FM in Schenectady. He continues as a director and stockholder of the Patroon company.

J. Myer Schine, president of Patroon, selected Ripley, a native of Cleveland, to replace Asch. Mr. Schine is also president of the Schine Theaters Chain of Gloversville.

The new manager has been active in radio for more than 20 years, during this time he has been an announcer, chief announcer, sports commentator, and station manager—the latter in Cleveland and Providence. Ripley worked for Harry C. Wilder of WSYR, Syracuse, for more than a decade. In this capacity he supervised the early operation of WTRY in Troy. Later he managed WPRO in Providence, R. I. and more recently had managed WERE in Cleveland.

WPTR went to 50,000 watts last summer. An independent station, it has studios in the Ten Eyck Hotel.

ATTENTION! *Mr. Agency Executive*
NEED "C. I. P*"?

Want to increase your Radio/TV billing? Successful 20 year veteran producer-director-writer-salesman, Radio/Films/TV. Is tired of free lancing. Energetic salesman—extremely creative—spark plug top current shows wants agency berth where he can give birth to mutually profitable properties and further develop current ideas. Available at once. Write or wire, Box 281, RADIO DAILY, 1501 B'way, N. Y. C.

* "C. I. P."—Creative Idea Power.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 21 NEW YORK, TUESDAY, NOVEMBER 1, 1949 TEN CENTS

RECORD NAB ATTENDANCE AT BOSTON

Temporary Licenses Given Web Stations

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday put 11 stations controlled by the three major nets on temporary licenses until March 1 of next year. Pending charges of network rule violations were explained by the Commission to be serious enough to merit such action, with specific reference to the wire of October 21, 1948, by NBC vice-president Sidney Strotz to KHQ, Spokane.

The Commission said the tempor-

(Continued on Page 6)

New 'Voice' Director Takes Gov't AM Post

Foy D. Kohler, former minister-counselor at Moscow and also Charge D'Affairs from the departure of U. S. Ambassador W. Bedell Smith until the arrival of Ambassador Allan G. Kirk at the Russian capital, officially takes over the duties of Charles Thayer as director of the Voice of America today.

Thayer, whose new assignment has not yet been announced by the State Department, will sail today for Italy. He is scheduled to wed Miss Cynthia Dunn Cochrane, daughter

(Continued on Page 2)

Radio Receiver Sales Increase In Canada

Montreal—Continuing the gains of previous months this year, number of radio receiving sets sold by Canadian producers showed a sharp rise in July. Sales in the month amounted to 42,800 units with a value of $2,847,000 as compared with 20,300 units sold for $1,290,600 in the same month last year, according to a re-

(Continued on Page 2)

The Bomb

The significance of Russia's A-bomb activity will be discussed by Major Fielding Eliot, military affairs writer, in a series of three CBS broadcasts on Nov. 14, 15 and 16, 6:15-6:30 p.m. The broadcasts are titled "Your Safety," "Your Peace of Mind," and "Your Future. Major Eliot will analyze the recent news from Russia as it touches the average American.

Finale

Dr. Walter W. Van Kirk, NBC commentator on religious news for the last 14 years, ended his radio career on Saturday with the broadcast of a final "Religion in the News" program. Hereafter he will devote full time to his duties as executive secretary of the Department of International Justice and Good Will of the Federal Council of Churches of Christ in America

Three Killed As Plane Rams WCHV Tower

Charlottesville, Va. — Three persons were killed here on Saturday when their private plane rammed the transmitter towar of WCHV, Charlottesville. and crashed in flames. The victims were Circuit Court Judge Thomas H. S. Curd, of Welch, W. Va., his son, and the latter's secretary.

The only eye-witness, Mrs. R. G. Sketchley, wife of the WCHV program director, R. G. Sketchley Jr., said the plane struck the 391-foot

(Continued on Page 2)

Says 'Polls' Not Vital To 'Transit' Decision

Washington Bureau of RADIO DAILY

Washington — How many people like, and how many dislike, transit radio is beside the point, Chairman James Flanagan of the District of Columbia Public Utilities Commission said yesterday. He tossed out several elaborate public acceptance

(Continued on Page 2)

Over 200 Broadcasters In Attendance At 1st District NAB Meeting At Hotel Somerset

FCC Answers Webs On Giveaway Charge

The FCC, in its answer to the network's complaints on the "giveaway' edict of August filed in the U. S. District Court for the Southern District of New York, denied that the enforcement of the rules "will cause irreparable injury or any injury in law" to the webs and declared that the rules were "duly adopted as a reasonable exercise of the statutory authority of the FCC,

(Continued on Page 6)

Michelson Cuts Prices On Blackstone Series

Blackstone washing machine dealers participating on a local basis in sponsorship of the "Blackstone, Magic Detective" transcribed series will be charged 1/3 of the costs instead of, as heretofore, it was an-

(Continued on Page 2)

FM Store-Radio Report In New Survey By NAB

Washington Bureau of RADIO DAILY

Washington—The NAB has reported that a test of store-broadcasting by the Acme chain of supermarkets, in Philadelphia, resulted in a 94.3 per cent boost in sales on

(Continued on Page 6)

Boston — Breaking attendance records for an NAB district meeting this year, over 200 New England broadcasters gathered at the Hotel Somerset yesterday for the 1st District NAB meeting which was called by Harold E. Fellows, general manager of WEEI, and 1st District

(Continued on Page 5)

Special Holiday Show Sold By NBC And CBS

Longines-Wittnauer Watch Co. has signed with CBS for a special hour-long Thanksgiving Day simulcast, and Elgin-American compacts has pacted a 90-minute all-star holiday variety show on NBC.

The Longines show which marks the bankroller's TV debut, will be carried by 185 AM stations and all

(Continued on Page 7)

WFTW To Suspend At Fort Wayne In Nov.

WFTW, 1,000-watt daytime station at Fort Wayne, Ind., will suspend operations in November, Edward J. Thoms, president and general manager, advised RADIO DAILY yesterday. The station, owned and operated by Fort Wayne Broadcasting, Inc., went on the air in 1947 as an independent operation using the Associated and KBS transcription service.

Jolson 3-Year Pact On CBS; He Starts As AM, TV Guest

The Columbus Broadcasting System yesterday announced that it has entered into an agreement with Al Jolson, through the William Morris Agency of New York under which the veteran entertainer will perform exclusively for both CBS network radio and television for the next three years.

In the beginning, Jolson will limit his performances to guest appearances on outstanding programs of the network in both the AM and video divisions. The first appearance of this type, it was revealed yesterday, is scheduled for the Bing Crosby program the latter part of this month.

Jolson has been one of the two or three leading entertainers in the United States for two generations, on the stage and in the film industry, for which he made the first talkie in 1927.

Xmas Campaign

ABC commentator Nancy Craig, in cooperation with the Save The Children Federation, yesterday launched her second annual Christmas drive for dolls for underprivileged children. Her appeals for $1 contributions and originally-designed dolls last year netted 1,600 stocking dolls. Prizes to be awarded to contestants this year will total $5,000.

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MARVIN KIRSCH : Business Manager

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Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

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Hal Tate, Manager,
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(*October* 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7⅞	7⅝	7⅝	— ⅛
Admiral Corp.	27⅜	26¾	27⅛	+ ¼
Am. Tel. & Tel.	144¾	144½	144½	— ¼
CBS A	24	24	24	.....
CBS B	24	24	24	.....
Philco	28½	27½	27½	— ⅛
RCA Common	12⅜	12⅛	12⅛	— ⅛
Stewart-Warner	12½	12¼	12½	.....
Westinghouse	29¼	28½	28⅝	— ¾
Westinghouse pfd.	100	100	100	+ ½
Zenith Radio	28⅞	28	28	— ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14⅝	14⅜	14⅜	.....
Nat. Union Radio	2¾	2¾	2¾	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	20	21
Stromberg-Carlson	14	15¼
U. S. Television	⅜	⅝
WCAO (Baltimore)	16	....
WJR (Detroit)	7¼	8¼

Three Killed As Plane Rams WCHV Tower

(Continued from Page 1)

tower, lost a wing, and plummeted into a nearby wooded area. The flames were extinguished by Robert C. Walker, WCHV commercial manager, and Walter W. Gray, chief engineer.

Radio Receiver Sales Increase In Canada

(Continued from Page 1)

port of the Bureau of Statistics. During the first seven months of this year, 347,000 units were sold for $24,710,200 as against 225,700 for $20,109,500 in the similar period of 1948.

Says 'Polls' Not Vital To 'Transit' Decision

(Continued from Page 1)

polls on musical trolleys and declared that "the decision of the Commission will not be based on the number of people who like it or the number who do not like it."

The Commission today enters its fourth day of hearings to determine whether it should approve the installation of FM radio in street cars and busses. The contract here calls for programmings by WWDC-FM, with eventual installation of receiving equipment on some 1500 units of rolling stock. Over 200 are now equipped, and they have been bitterly attacked by a very vocal group maintaining that the imposition of the music and the commercials is a violation of personal liberty.

Called to the stand yesterday was Dr. Winfred Overholser, director of St. Elizabeth's Hospital. The eminent psychiatrist declared "there are certain persons who have violent dislikes. If they are constantly subjected to a particular influence it has a frustrating, annoying effect which may produce a nervous strain." He said he was not referring only to the radio.

Also heard were Norman Reed, WWDC program director; WWDC's general manager, Ben Strouse, and the consulting engineer, Frank H. McIntosh.

Reed told of the programming, with music from the Muzak library and up to 12 commercials per hour. In a typical 12-hour program day there were introduced 87 commercials and 31 public service announcements, with 199 musical numbers.

Strouse said there is great interest in the Defense Department in transit radio. Without going into the matter in detail on the stand, Strouse later told reporters the defense authorities had been interested in it as a means of getting word in emergency to drivers and passengers to abandon or re-route or to get to the nearest telephone for two-way communication. Use of radio-equipped busses as ambulances was also mentioned.

Strouse made no attempt to evade the fact that his primary interest in transit radio is commercial.

Michelson Cuts Prices On Blackstone Series

(Continued from Page 1)

nounced yesterday by Charles Michelson, Inc., which packages the show.

This move is expected to "bring into the fold the remaining Blackstone Washer dealers still not signed up," a Michelson spokesman said. The transcribed series is currently being carried on a total of 183 stations. The Michelson office also announced details of a sales promotion contest among its field representatives, in which prizes will be offered for the greatest number of new contracts in each sales territory.

New 'Voice' Director Takes Gov't AM Post

(Continued from Page 1)

of U. S. Ambassador and Mrs. James Clement Dunn, on Nov. 19 in Rome. After a honeymoon, the couple will return to Washington.

Kohler, a native of Oakwood, Ohio, and a graduate of the Ohio State University, was appointed to the U. S. Foreign Service of the State Department in 1931.

Kohler, whose status is similar to that of Thayer's in that both are career diplomats on rotating foreign service, has served for the State Department at Windsor, Canada; Bucharest, Rumania; Belgrade,, Yugoslavia; Athens, Greece; Cairo, Egypt; London, England, and Moscow, U.S.S.R.

WNEW Renews Contract

Contracts were signed Friday by WNEW, New York indie, and the News whereby the station will continue its service of 24 five-minute daily newscasts for another 14 months, it was announced Friday by Bernice Judis, manager of the station, and F. M. Flynn, president of the News. News around the clock was first started on February 16, 1942. Since that date nearly 68,000 regular editions and approximately 60,000,000 words have been aired to WNEW listeners. William Fagan is director of news broadcasts for the paper.

COMING and GOING

EMILIO AZCARRAGA, president of XEW and director of Radio Programmas de Mexico, returned by plane last night to Mexico City after having spent two weeks in New York.

MERLE JONES, general manager of KNX and the Columbia Pacific Network with offices in Los Angeles, has arrived in San Francisco on business.

CARL HAVERLIN, president of BMI, and ROY HARLOW, director of station relations for the organization, are in Boston for the NAB regional meeting.

JOSE RAMON QUINONES, president of WAPA, San Juan, P. R., yesterday left New York for Havana, from which point he will return to Puerto Rico next week. Senor Quinones has spent the past month in New York and Washington on business.

DR. PETER GOLDMARK, director of engineering and research development for CBS, yesterday arrived in London, England, where today he will address members of the radio section, Institution of Electrical Engineering, on the subject of the CBS color-television system.

ED REEVE, manager of research projects for CBS, today is in Boston to address the Advertising Club of that city at its meeting in the Hotel Statler on the subject, "Television Research."

JOE DI MAGGIO, Yankee outfielder who doubles in brass with a program on CBS, has left for a two-week vacation in Honolulu.

ARTHUR R. SELIGMAN, owner of the Tappan Hill Restaurant at Tarrytown, N. Y., who is now planning a radio program from that point, has returned from a business trip to Boston.

Home Menagerie



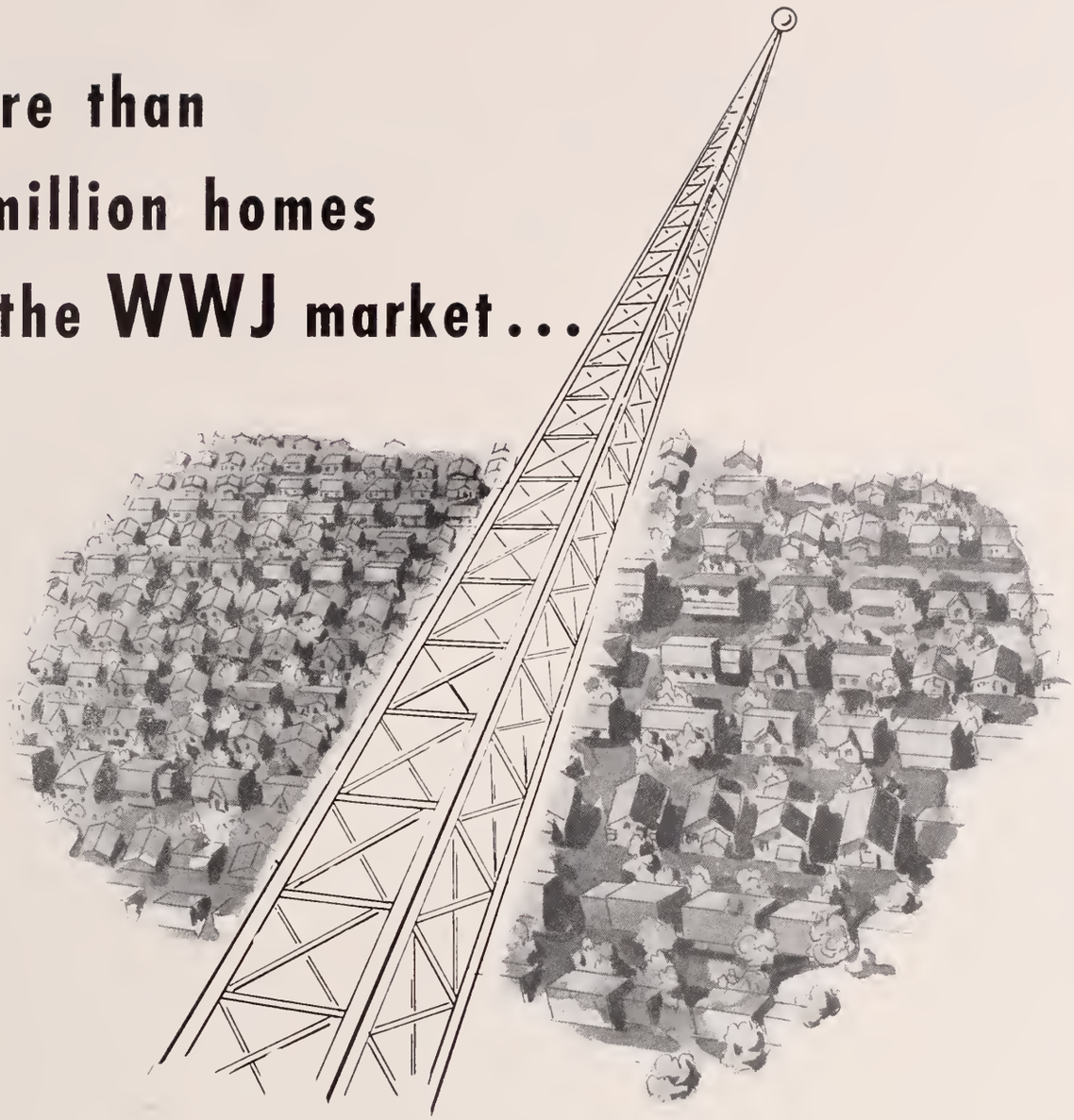
At first the cat was the only pet in this home. Then a stray dog was added. And finally a baby duck. They all became great friends.

W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even *small* investments on W-I-T-H produce *big* results. If you'd like the whole, exciting story about W-I-T-H, call in your Headley-Reed man.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* • *Represented by* Headley-Reed

more than a million homes in the WWJ market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

you can
do it better
with the
revolutionary
ALTEC
21B
MINIATURE
MICROPHONE
ACTUAL SIZE
It achieves uniformity of response . . . provides greater tonal fidelity . . . it is omnidirectional . . . it is blastproof, shockproof . . . there is no false bass build-up . . . more net acoustic gain before encountering feedback . . . tiny size contributes to remarkable versatility of positioning . . . extends the fidelity of sound transmission.
talent deserves to be Seen as well as Heard
ALTEC
LANSING CORPORATION
161 Sixth Avenue
New York 13, N.Y.
1161 North Vine St.
Hollywood 38, Cal.



Hollywood

California Commentary. . . !

● ● ● NBC's fabulous giveaway program, "Hollywood Calling," will lose its sponsor in December, according to reliable sources here. . . . When Justin Miller, president of NAB, winds up the coast tour of NAB district meeting he hopes to spend the Christmas holidays with his family here. . . . Harry Sherman, producer of the Hopalong Cassidy pictures for TV, is reported dickering with Emilio Aczarrage for the production of some of the pictures in Mexico City. . . . Ann Richardson, dynamic public relations executive who was long associated with the orchestra booking business in New York, is giving the Country Club hotel a hand in its publicity and promotion planning. . . . Paramount's coast TV station, KTLA, figures prominently in the movie company's plans to establish a nation-wide TV film network. . . . many programs produced on KTLA have been kinescoped for national distribution. . . . Jeanne Gray starts under her own banner as Jeanne Gray Prod.—to produce on film a series of TV programs for eastern TV outlets. . . . Steve Allen, disc jockey laugh master, and Frances Wayne, are earmarked for feature billing on ABC's "Let There Be Stars" program over KECA-TV.

☆ ☆ ☆ ☆

● ● ● Gloria Winters, actress who plays "Babs" on KNBH's "Life of Riley" has been signed to appear in Paramount pictures. Irving Brecher, producer on "Life of Riley" has given Miss Winters a two-week leave-of-absence so that she may go on location to northern California. "Life with Luigi," starring J. Carrol Nash, and featuring Alan Read on KNX-CBS, caused a tie-up on the switchboard at CBS. Program has terrific following among foreign language groups throughout the country. . . . Red Skelton will be the next comedian to "go straight" on the Auto-Lite "Suspense" airshow. He'll appear on Nov. 3rd, playing a tense, dramatic role in a chiller called, "The Search for Isabel." . . . Margaret Whiting and Jimmy Wakely will guest on "Grand Ole Opry" over NBC on Nov. 12th. Wakely recently signed a new five-year deal with Capitol and now is regularly recording with Miss Whiting. . . . Cy Howard, creator-producer-director of CBS' "My Friend Irma" is the subject of an interesting picture story in the Oct. 16 issue of Parade, the Sunday picture magazine. . . . Ben Gage is completing discussions to air a five-times-weekly half hour quiz show from his new restaurant-nitery, "The Trails," beginning in December over one of the local indie stations.

☆ ☆ ☆ ☆

● ● ● Jack Smtih will transcribe his second U. S. Treasury "Guest Star" program this week and the ½ hour platter will be aired on 2750 radio stations beginning in December. . . . ABC's emcee of "Surprise Party," Jay Stewart, is expanding his air operations here to include a packaging set-up similar to that of John Guedel, producer of Groucho Marx and Art Linkletter shows. . . . Joe Graydon, ex-FBI agent whose recent Capitol records and photogenic features this week won him a five-a-week video show of his own on KLAC-TV and its Cinemascope "network" bears watching. . . . Mary and Harry Hickox, who do 12 TV and radio shows a week here, will have to budget their time the latter part of the month when they start a recording session on another album of their well-known "Jump Jump" children's stories. . . . Radio's "Fat Man" may move to Hollywood the first of the year for both broadcasts and telecasts. The radio cast will be used in the video version. . . . Multi-dialect comedienne Sara Berner takes on her third role on the CBS Beulah show. Sara takes on role of Aunt to Hattie McDaniel's "Beulah." Blanche Thebom, sensational Met Opera star who is in LA with the San Francisco Opera Company, was a guest star on "Queen for a Day' on Tuesday, Oct. 25th. . . . Smilin' Ed McConnell played a kindly ghost on his Saturday show over NBC. . . . Jovial Don Wilson, announcer, is celebrating his 25th anniversary in radio.

CHICAGO

By HAL TATE

ONE of Chicago's most famous disc jockeys, Ernie Simon, whose AM and TV shows are on WJJD and WBKB respectively, will marry Pat Lyons, non-pro, the last week in December. Ernie's "Curbstone Cut-Up" show on WBKB celebrates its 1st anniversary next month. It's reportedly the longest-running continuous five-a-week show in television. RCA-Victor is the sponsor.

The Muntz Television account has shifted from Robert Sawdon & Associates to the Irving Rocklin agency.

FM station WMOR has made a tie-up with the new near-north side Telenews Theater which opened up Friday, to originate nearly all the station's night-time shows from the Telenews lounge.

Lou ("Stop the Music") Cowan has sold another package show here in Chicago. It's called "The Pet Shop" and the sponsor is the Evanger Kennel Food Company, producers of fresh frozen horse meat, of Wheeling, Illinois. Show will be telecast over WNBQ Tuesday evenings at 5:30 and stars "Proprietor" Gail Compton and his eight-year-old daughter, Gay.

WLS Notes: Donald E. Finlayson, sales promotion manager at the station for the past five years, is resigning to enter the resort business. His successor is John C. Drake, formerly Don's assistant. . . . Estel Freeman, former continuity editor at WIBC, Indianapolis, and also formerly in the publicity department of the State of Indiana, has joined the creative writing staff at WLS. . . . New to the copy department is LaVerne Jette.

Sports announcer Bob Elson is planning a disc jockey show to originate at Bill Burke's Cameo Restaurant.

CBS To Air Talk By Louis Johnson

Indianapolis, Ind.—Secretary of Defense Louis Johnson's address on "Men, Money and Munitions" at a meeting of the National Eecxutive Committee of the American Legion will be broadcast over CBS from here Nov. 5, 11:15-11:30 p.m., EST.

The broadcast will be by transcription made earlier in the evening at the Legion meeting in the Indianapolis Athletic Club.

Lehman Luncheon

All branches of the entertainment industry, including radio and television, will be represented at a luncheon to be held at the Hotel Astor, New York, noon today in honor of Herbert H. Lehman, Democratic-Liberal candidate for U. S. Senator. Among those scheduled to attend are Eleanor Roosevelt, Geo. S. Kaufman, Tony Martin, Tallulah Bankhead, Moss Hart, and Robert E. Sherwood.

Record Attendance At NAB Regional

(Continued from Page 1)

chairman. In calling the two-day session to order, Chairman Fellows complimented the broadcasters for their turnout and declared it was an excellent demonstration of the vitality of radio. He emphasized the importance of the session as a sales clinic and indicated that radio was a prosperous, growing business despite the expansion of TV.

Yesterday morning the broadcasters heard Kenneth Baker, NAB research director and acting president of Broadcast Measurement Bureau, report on the progress of the Second Study. Baker reiterated a previous announcement that the Second Study would be ready for distribution around December 1st.



FELLOWS

Maurice B. Mitchell, director of Broadcast Advertising Bureau, was introduced by Herbert L. Kreuger, chairman of the First District Sales Managers, and then proceeded to present the BAB story. His subject was "Increasing Radio's Share of the Advertising Dollars." Mitchell's presentation took most of the afternoon with broadcasters interrupting from time to time to ask questions pertinent to their operations.

Later Carl Haverlin, president of BMI, reported on the industry's music organization. He indicated that it was a growing operation and urged the broadcaster subscribers to take an active interest in the popularizing of BMI tunes.

Lawrence to be Heard

Craig Lawrence, general manager of WCOP, and Chairman of the employee-employer relations, will open this morning's session by introducing Charles H. Tower, assistant director of NAB Employee-Employer relations. The discussion will cover station operating labor costs, technical, programming and selling. Personnel costs will also come up for discussion.

Following the morning session the broadcasters will lunch with members of the Boston Ad Club at the Hotel Somerset and when the afternoon session is resumed Justin Miller, president of NAB, will speak on "Radio Broadcasting—NAB and You."

Dempsey To Guest On CBS

Former world's heavyweight boxing champion Jack Dempsey will be the guest of N. Y. Yankee star Joe DiMaggio on CBS' "Joe Dimaggio Show," Nov. 5, 10:00-10:30 a.m., EST. Big moments in Dempsey's long and brilliant ring career will be dramatized, and he will be interviewed by the Yankee Clipper.

Registration For Meet Of 1st District NAB

Below is the advance registration for the two-day meeting of the First District, NAB, which opened yesterday at the Hotel Somerset in Boston. The list includes names of most of the NAB membership in the New England area as well as industry executives from New York and Washington. The names and affiliations follow:

A

Amor, Addison..RCA Recording—N. Y. C.
Alaire, Leon.....WACE—Chicopee, Mass.
Armstrong, A. N. Jr...WCOP—Boston, Mass.
Atwood, Jack S.....WRDO—Augusta, Me.
Ayer, Demeritt..WMUR—Manchester, N. H.

B

Baker, Dr. Kenneth B.
NAB—Washington, D. C.
Bannan, Bertha
855 Little Bldg.—Boston Mass.
Barton, Charles Wm...WARE—Ware, Mass.
Bates, Harold S....WJOV—Burlington, Vt.
Batchelder, Ernest F..WKNE—Keene, N. H.
Beauvais, Jack A....WEEI—Boston, Mass.
Bingham, George W.
WGNY-WKIP—Poughkeepsie N. Y.
Bird, Lorelei.....WEEI—Boston, Mass.
Bishop, Josephine E.
WMAS—Springfield, Mass.
Blackburn, J. W.
Blackburn-Hamilton Co.—Washington, D. C.
Booth, R. W.....WTAG—Worcester, Mass.
Boucher, Louis A.
WTAG—Worcester, Mass.
Bloomberg, Haskell..WLLH—Lowell, Mass.
Borges, Arthur F..WERI—Westerly, R. I.
Brackett, Quincy A.
WSPR—Springfield, Mass.
Braine, T. B.....WCAX—Burlington, Vt.
Brewster, Warren H.
WLNH—Laconia, N. H.
Brissette.....WTAG—Worcester, Mass.
Brown, Carlton D..WTVL—Waterville, Me.
Brush, Arthur T....WHDH—Boston, Mass.
Burleigh, W.....WSPR—Springfield, Mass.

C

Calhoun, Thomas....WEEI—Boston, Mass.
Carter, Hervey..WMUR—Manchester, N. H.
Caryl, Herbert.....INS—Boston, Mass.
Cervone, Larry
Gates Radio Company—Washington, D. C.
Chalmers, J.....WEIM—Fitchburg, Mass.
Chandler, V....WMUR—Manchester, N. H.
Clement, Earle G..WBET—Brockton, Mass.
Close, Joseph K.....WKNE—Keene, N. H.
Codel, E...The Katz Agency, Inc—N. Y. C.
Collins, Robert..WMUR—Manchester, N. H.
Congdon, G. M....WRJM—Newport, R. I.
Cunningham, Guy...WEEI—Boston, Mass.
Curran, Charles F.
WBKA-WBKA-FM—Brockton, Mass.
Curto, K. M.....WPRO—Providence, R. I.

D

Davis, Jack.....WJOV—Burlington, Vt.
DeLaney, C. G....WTHT—Hartford, Conn.
DeLude, Norman..WOTW—Nashua, N. H.
Deme, John.....WICH—Norwich, Conn.
DeRose, C. N.....WHYN—Holyoke, Mass.
Donahue, R.....WMAS—Springfield, Mass.
Donato, N. V...C. P. MacGregor—N. Y. C.
Doolittle, F. M....WDRC—Hartford, Conn.
Dorschug.....WEEI—Boston, Mass.
Duchaine, Joseph P.
WBSM—New Bedford, Mass.
Dunn, Tom.....WCOP—Boston, Mass.

E

Edwards, W. S.....WEEI—Boston, Mass.

F

Feldman, Paul..WMAS—Springfield, Mass.
Feldman, R. W..WMAS—Springfield, Mass.
Fellows, Harold E..WEEI—Boston, Mass.
Finney, Deane.....Fall River, Mass.
Fitzgerald, Dana W..WLLH—Lowell, Mass.
Flemniken, James M.
Capitol Records, Inc.—Hollywood, Calif.
Foster, Robert C.
Paul H. Raymer Co., Inc.—Boston, Mass.
Friedheim, R.....World Library—N. Y. C.
Fuller, A. C.....WTAG—Worcester, Mass.
Fuller, C. A.....WBET—Brockton, Mass.

G

Garrigus, Fred.....WEEI—Boston, Mass.
Gatchell, C. E....WGAN—Portland, Maine
Gates, James....WIDE—Biddeford, Maine
Gilbert, Janet
Harold Cabot Company, Inc.—Boston, Mass.
Girardin, Ray.....WEEI—Boston, Mass.
Gravel, R. L.....WTAG—Worcester, Mass.
Grauel, Hugh M.
World Broadcasting System—N. Y. C.
Greenwood, W....WHAV—Haverhill, Mass.
Goodman, W. H...WPRO—Providence, R. I.
Gridley, Ansel E.....WARE—Ware, Mass.
Guernsey, E. E.....WLBZ—Bangor, Me.

H

Haase, W. B.....WDRC—Hartford, Conn.
Hager, Kolin.....SESAC—New York City
Haigis, John W., Jr.
WHAI—Greenfield, Mass.
Harlow, Roy
Broadcast Music, Inc.—New York City
Harrison, G.....WMAS—Springfield, Mass.
Hasbrook, C. P....WCAX—Burlington, Vt.

Emphasis on Radio

Boston—Just how much emphasis NAB is putting on radio these days can be gained from the fact that Emerson Markham, director of NAB's video division, is present at the First District Meeting but is not scheduled to talk before the meeting. Markham is here in the role of a TV observer and whatever conversations he has on television are of an informal nature.

Haverlin, Carl.....BMI—New York City
Hayes, David.....WACE—Chicopee, Mass.
Hill, J. E.
RCA Broadcast Equip. Sales—N. Y. C.
Hewitt, W.....WFCI—Providence, R. I.
Higgins, G. T....WLAM—Lewiston, Maine
Hill, E. E.....WTAG—Worcester, Mass.
Holbrook, C.....WMOU—Berlin, N. H.
Hoy, F. S.....WLAM—Lewiston, Maine
Huber, Paul.....WTVL—Waterville, Me.
Hubley, B. A..WMNB—North Adams, Mass.
Hyde, H. H.....WPJB—Providence, R. I.

I

Ignacio, Louise.....WEEI—Boston, Mass.

J

Jaspert, G. H.....WCCM—Lawrence, Mass.
Johnson, W.....WTIC—Hartford, Conn.
Jones, Arthur H.
Gray Research & Development Co.—Hartford, Conn.
Jones, Ted.....WCRB—Waltham, Mass.

K

Keyworth, J. Gordon
WMNB—North Adams, Mass.
Kenney, Peter B.
WKNB—New Britain, Conn.
Kimel, David M.
WLAW—Lawrence, Mass.
King, Gene.....WCOP—Boston, Mass.
Kingsley, Walter....WCOP—Boston, Mass.
Kirby, Gerald.....WEEI—Boston, Mass.
Knight, Carter...WEIM—Fitchburg, Mass.
Kopka, Anne.....WOTW—Nashua, N. H.
Koster, H. W....WPJB—Providence, R. I.
Krueger, H. L...WTAG—Worcester, Mass.
Kruttschnitt, G. A.
WMMW—Meriden, Conn.
Kuhner, Charles F.
WMNB—North Adams, Mass.

L

Laffey, F. P.....WLAW—Lawrence, Mass.
Lahr, Melvin...WSAR—Fall River, Mass.
Lathrop, A. E....WPJB—Providence, R. I.
Lawrence, Craig....WCOP—Boston, Mass.
Lewis, Gordon J....WIDE—Biddeford, Me.
Lloyd, Edward.....WEEI—Boston, Mass.
Lown, Bert
Associated Program Service—N. Y. C.
Lucey, W. F.....WLAW—Lawrence, Mass.

M

Mack, B.....WMUR—Manchester, N. H.
Malo, W. F.....WDRC—Hartford, Conn.
Malo, W. Jr....WNHC—New Haven, Conn.
Maffie, Al.....WLNH—Laconia, N. H.
Marcoux, Rudolph O.
Maine Broadcasting System, Portland, Me.
Markham G. E...NAB—Washington, D. C.
Marks, H. Roy.....WEEI—Boston, Mass.
Meyer, Harold H....WPOR—Porland, Me.
Miller, Justin.....NAB—Washington, D. C.
Milne, J. T....WNHC—New Haven, Conn.
Mitchell, Florence..WEEI—Boston, Mass.
Mitchell, M.....NAB—Washington, D. C.
Molina, H. G....WEIM—Fitchburg, Mass.
Molina H. G., Jr..WEIM—Fitchburg, Mass.
Monson, Paul...WSPR—Springfield, Mass.
Montague, P. J...WHYN—Holyoke, Mass.
Moore, Gordon..WMUR—Manchester, N. H.
Morgan, Albert...WTVL—Waterville, Me.
Morley, B. S.....WTAG—Worcester, Mass.
Morency, P. W.....WTIC—Hartford, Conn.
Morrison Robert Z., Jr.
World Broadcasting System New York City
Murray, J. J.....WEEI—Boston, Mass.
MacNeil, Marion..WERI—Westerly, R. I.
McElwain, D.....WACE—Chicopee, Mass.
McGrath, William..WHDH—Boston, Mass.
McKeon, N. A...WTAG—Worcester, Mass.
McKernan.....WTWN—St. Johnsbury, Vt.

N

Newell, Hal
WBKA-WBKA-FM—Brockton, Mass.
Newcomb, Arthur..WOTW—Nashua, N. H.
Norwood, D.....WLAW—Lawrence, Mass.

O

O'Brien, Richard J.
WMNB—North Adams, Mass.
O'Donnell, C.....WRJM—Newport, R. I.
Oehring, Lewis E...WKNE—Keene, N. H.
Ogden, Clifford E.
Capitol Records, Inc.—Hollywood, Calif.
Olson, Harvey....WDRC—Hartford, Conn.
O'Malley, C.....WACE—Chicopee, Mass.
Oury, W. P.....WERI—Westerly, R. I.

P

Parmet, G. R...WALE—Fall River, Mass.
Parsons, J. T....WBRK—Pittsfield, Mass.
Pattee, Lin.....BMI—New York City
Paul, S...Broadcasting Magazine—N. Y. C.
Peebles, R. M.....WKNE—Keene, N. H.
Peters, G. J....WAVZ—New Haven, Conn.
Pilla, Ed.....WCOP—Boston, Mass.
Pine, Helen.....WEEI—Boston, Mass.
Pinkham, Charles H.
Erwin, Wassey & Co.—New York City
Platt, Bernard...Sponsor—New York City

R

Reid, Robert.....INS—New York City
Reinhart, Alan
Harry Goodman Radio Prod. N. Y. C.
Richman, D. M....WHOB—Gardner, Mass.
Rines, W. H.....WCSH—Portland, Me.
Robinson, R. J....WACE—Chicopee, Mass.
Rogers, I. E.....WLAW—Lawrence, Mass.
Rowles, Mary V.
Broadcast Advg. Bureau—New York City
Ryder, J. M....WBRY—Waterbury, Conn.
Ryder, P. H.....WBRY—Waterbury, Conn.

S

Schultz, Carl W.
WMMW-WMMW-FM—Meriden, Conn.
Schoen, Arnold F., Jr.
WPRO—Providence, R. I.
Shepard, Richard L.
WBKA-WBKA-FM—Brockton, Mass.
Shute, E. H., Jr...WLAM—Lewiston, Maine
Simms, R...Erwin, Wassey & Co.—N. Y. C.
Sisson, G. L.....WALE—Fall River, Mass.
Sisson, J. R.....WALE—Fall River, Mass.
Spokes, A. E.....WJOY—Burlington, Vt.
Stanton, M.....WORC—Worcester, Mass.
Steinhilber, Reinhold
WBET-WBET-FM—Brockton, Mass.
Stoughton, Milton W.
WSPR—Springfield, Mass.
Stovin, H. N..Radiotime, Inc.—Chicago, Ill.
Stubbs, L. H.....WGAN—Portland, Me.
Sullivan, C. M...NAB—Washington, D. C.
Swan, J. D.....WCAX—Burlington, Vt.

T

Tiemer, P...Paul H. Raymer Co.—N. Y. C.
Tindal, Alan C...WSPR—Springfield, Mass.

V

Vaill, Charles B. H...WEEI—Boston, Mass.
Vigue, Harold...WTVL—Waterville, Mass.

W

Walker, W. A....WFCI—Pawtucket, R. I.
Warner, W. W.....WHDH—Boston, Mass.
Way, J. Buz....WALE—Fall River, Mass.
Weed, J. J...Weed & Co.—New York City
Weis, Pierre
Lang-Worth Feature Programs—N. Y. C.
Whalen, Mary.....WEEI—Boston, Mass.
Wheeler, Harry....WTOP—Boston, Mass.
Wildman, James....WEEI—Boston, Mass.
Wilkoff, John.....WTOP—Boston, Mass.
Williams, David R.
Standard Radio Trans. Serv.—N. Y. C.
Woodward, Charles W., Jr.
WPJB—Providence, R. I.

Y

Young, William E.
Lang-Worth Feature Prog. N. Y. C.
Youse, Clifford...WLAW—Lawrence, Mass.

Temporary Licenses Given Web Stations

(Continued from Page 1)

ary extensions were agreed upon pending determination of the merit of the complaint of the National Association of Radio Station Representatives against network activities in the spot field. All three nets admit having represented some of their affiliates in spot sales, by-passing the reps.

Charge by NARSR is that the network spot sales activities violate the chain broadcast rules, or are at any rate not in the public interest.

In separate letters the Commission yesterday notified the nets of its action. The NARSR charges were the only causes mentioned in the letter to CBS, while additional complaints from WING, Dayton, WJW, Cleveland, and KPRO, Riverside, Calif., were also mentioned in the letter to ABC.

In the letter to NBC, the Commission refers also to the Don Lee hearing, and the spot sales proceeding. In addition, the Commission wrote:

Text of Letter

"During the course of this hearing, at which NBC was represented by counsel, testimony was received from the president of radio station KHQ, Spokane, Washington, an NBC affiliate, concerning a proposal in August, 1948, to continue the broadcast, on a national spot basis, of a six-day per week program of the Richland Oil Company, broadcast during station (non-option) time, after such program had been transferred from the NBC to the ABC. While these negotiations were in progress the station received the following telegram introduced into evidence at the hearing, from Sydney A. Strotz, vice-president of the NBC:

Western Union telegram October 21, 1948

'I am very much surprised at the horse trading which is going on in connection with the Richfield deal. You evidently forgot that you as an affiliate have at least some loyalty to NBC. There is no question that we will sell this time to a very substantial account which will not only take the eight stations involved but all the other stations throughout our network. If you don't like our affiliation we would like to know about it now. I will be delighted to discuss the matter over the phone if you care to call. Regards. Sydney A. Strotz.'

"This testimony would appear to present a substantial question as to whether the NBC has violated or attempted to induce or coerce its affiliates to violate certain of the Commission's chain broadcasting regulations."

Placed on temporary license until next March were WCBS, New York; WCCO, Minneapolis, WBBM, Chicago and KCBS, San Jose, all CBS stations; WENR, Chicago, WJZ, New York, and KGO, San Francisco, all ABC; and KOA, Denver, WMAQ, Chicago, WNBC, New York and KNBC, San Francisco, all NBC.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of October 21-27, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
Ain't She Sweet	Advanced
Bali Ha'i	Chappell
Bye Bye Baby	J. J. Robbins
Dime A Dozen	E. H. Morris
Don't Cry Joe	Harms
Fiddle Dee Dee	Harms
Hop Scotch Polka	Cromwell
Huckle Buck	United
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
Just For Fun	Paramount
Just One To Say I Love You	Berlin
Last Mile Home	Leeds
Let's Take An Old Fashioned Walk	Berlin
Maybe It's Because	Bregman-Vocco-Conn
Meadows Of Heaven	Laurel
My Own My Only My All	Paramount
Now That I Need You, (Where Are You)	Famous
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
Slipping Around	Peer
Someday You'll Want Me To Want You	Duchess
Story Of Annie Laurie	Santly-Joy
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Toot Toot Tootsie Goodbye	Feist
Twenty-Four Hours Of Sunshine	Advanced
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin
You're So Understanding	Barron-Pemora

Second Group

TITLE	PUBLISHER
A Wonderful Guy	Chappell
Blue For A Boy Pink For A Girl	Gallico
Georgia On My Mind	Peer
Give Me A Song With A Beautiful Melody	Witmark
Homework	Berlin
I Never See Maggie Alone	Bourne
I'm Throwing Rice At The Girl I Love	Hill & Range
In Santiago By The Sea	Life Music
It's A Great Feeling	Remick
Jealous Heart	Acuff & Rose
Let's Harmonize	Santly-Joy
My Bolero	Shapiro-Bernstein
My Street	Campbell
Oh You Beautiful Doll	Remick
Over The Hillside	Dreyer
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Song Of Surrender	Paramount
Through A Long And Sleepless Night	Miller
Where Are You Blue Eyes	Knickerbocker
Why Fall In Love With A Stranger	Campbell
Wishing Star	Broadcast Music
You Told A Lie	Bourne
You're My Thrill	Sam Fox

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FCC Answers Webs On Giveaway Charge

(Continued from Page 1)

conferred upon it by Congress as a valid exercise of its power to regulate interstate commerce."

In the answer delivered to the American Broadcasting Company yesterday, the U. S. Government and the FCC requested the court to dismiss the complaint and that the plaintiffs, (ABC, CBS and NBC) be ordered to pay the court costs.

The FCC cited the allegations to the effect that "none of such programs constitutes a lottery, gift enterprise or similar scheme" in violation of the Criminal Code as being a "conclusion of law requiring no answer." The Government's answer also described as "a conclusion of law" the allegation of the web that the Commission will automatically deny the new applications or renewals of broadcast licenses of the plaintiffs if the rules are upheld by the court.

The FCC also denied the networks' charge that it did not present any arguments or adduce any evidence at the hearings held on Oct. 19, 1948, or at any other time in support of its proposed rules.

FM Store-Radio Report In New Survey By NAB

(Continued from Page 1)

items plugged. Of the 50 stores studied in the company's test, 25 were FM equipped and 25 had no store radio.

The story of the test is one of several in the new NAB study prepared by the FM director, Arthur Stringer, for distribution to the FM members of the association. The itemized list of stock in which FM-equipped stores jumped their sales over non-equipped stores included some with increases as high as 260 per cent, he said.

NEED RECORDING TAPE IN A HURRY?

For emergency use, we will rush-ship (by Air if outside N. Y. area) up to 20 reels from our New York stock at prices listed for such quantities.

CALL OR WRITE

today for complete Recording Tape price list and a Free supply of Program Identification Labels.

AUDIO & VIDEO PRODUCTS CORP.
1650 BROADWAY, N.Y.19, N.Y.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 1, 1949 — TELEVISION DAILY is fully protected by register and copyright

CANADA TV 'WIDE OPEN'—DUNTON

TELE TOPICS

BECAUSE THEY OFFER week-to-week continuity through established characterizations and variety through changing situations, domestic comedy shows seem destined to occupy an increasing portion of TV's programming makeup. With good scripting—the major need of most stanzas—they may well continue indefinitely with little or no wear. One that must be ranked near the top in the category is "The Truex Family," a recent arrival on WPIX. The members of the Truex clan—there are more than we can count—from Ernest and Sylvia on down to granddaughter Penelope, age three, set out to show that actors are people, even as you and me, but a more talented and entertaining tribe would indeed be hard to find. . . . Last week a gentleman billed as George Spelvin appeared on the show as a stage-struck v-p of Gimbels, program's sponsor, and played the hambone role to the hilt with hilarious results. Although Spelvin is not a newcomer to acting, he is better known in the trade as Warren Wade, former NBC production chief and now program manager of WPIX. . . . Program also contains some of the best examples of commercial integration ever seen, but we wish they'd drop the super-imposed price tag as an article is described. It's disturbing and unnecessary. . . . Scripts, by Jim Truex and Searle Kramer, are well above average, and direction, by Clay Yurdin, is excellent.

●

THE DuMONT Teletranscription department made its 1,000th recording Saturday nite when it canned "Cavalcade of Stars." Headed by Ed Carroll, the department records about 80 performances a week. . . . Charles Laughton, Eddie Albert and Allyn McClerie will guest on the debut of the new Paul Whiteman show on ABC Sunday. Scripted by George Faulkner, program is produced by Tony Stanford and directed by William H. Brown, with TV production by Ward Byron. . . . Frank Dahm has joined the staff of WOR-TV as editor of "Telefax News," daily three-hour newspaper scanned by the station from 2 to 5 p.m. . . . Vincent Price will narrate the Stokey and Ebert film production of "A Christmas Carol" which will be shot at the Jerry Fairbanks studios.

●

WAAM, Baltimore, marks its first anniversary tonite with a special "Birthday Party" show to be produced and directed by Anthony Farrar. Mayor Thomas D'Alesandro will guest. . . . Giveaway offer mentioned only once on a WCAU-TV show last week drew 5,480 requests in four days. . . . The wives of three WPIX announcers, John Tillman, Joe Bolton and Jack McCarthy, are expecting heirs within 15 days of each other next spring, and all three have made reservations at Doctors Hospital.

Special Holiday Show Sold By NBC And CBS

(Continued from Page 1)

TV outlets that can clear the time, both live and by recording. Program will combine the sponsor's two AM shows featuring the Symphonette, conducted by Mishel Piastro, and the Choraliers, conducted by Eugene Lowell. Program will be aired 5-6 p.m., EST, Nov. 24. Agency is Victor A. Bennett Co.

Elgin-American, which last year sponsored a two-hour variety show on ABC-TV, is buying the entire NBC interconnected web as well as an unspecified number of non-interconnected outlets. Headlining the show, which will be produced by Max Liebman, will be Milton Berle, George Jessel and the Ritz Brothers, the latter making their initial video appearance. Program will be aired Thanksgiving night, 8:30-10 p.m. and will originate at the International Theater. Agency is Weiss & Geller.

WNAC-TV Sells Film Seg

Boston—Allen Furniture Co. has signed with WNAC-TV for sponsorship, through Oct., 1950, of a weekly quarter-hour film series, "Curiosities In The News," produced by Walter Fudder. Silton Brothers is the agency.

WAAM Names Carter

Baltimore — Kenneth L. Carter, formerly with WMAR-TV, has been named local sales manager of WAAM, it was announced yesterday by Armand Grant, recently promoted to director of sales. Grant is in charge of all station sales.

Tele Private Activity, Not Federal, Says Coy

Washington Bureau of RADIO DAILY

Washington — FCC Chairman Wayne Coy has notified several Virginia residents, through Congressman Burr P. Harrison, that it is up to private enterprise to provide them with television service. Although the FCC is sympathetic to their concern that it might not be made available in small towns, Coy rejected the idea that the Government could provide programming.

On the other hand, Coy pointed to the possibility that duplicate stations might be constructed to bring the program schedules of big city stations to small towns.

Want Wide Distribution

Harrison announced last night that Coy said in response to queries that the Commission is anxious that TV service be as widely available as possible, and that as many channels as can be will be made available.

Will Discuss Television

Hartford, Conn.—Television will be the topic of a talk to be given by chief announcer Russell Naughton of WDRC, November 16th at the Windsor Locks, Rotary Club. WDRC has a television application pending before the FCC.

CBC Chief Scores B'dcasters For TV Outlook

Victoria, B. C.—Television in Canada is "wide open" for private broadcasters to step in, but so far, no one has shown much interest, A. D. Dunton, chairman of the board of governors of the CBC, said here. He added "there has been a marked lack of interest on the part of private operators in establishing television transmitting stations in Canada."

He attributed this in part, to lack of understanding of the extent to which CBC has developed its TV policy. Application for a $4,500,000 loan to CBC is now before Parliament, he said. If the loan is approved, CBC will set up video production centers and transmitters in Toronto and Montreal, to supply programs directly to surrounding areas. In addition, programs will be recorded for use by any other existing stations in Canada.

Only on 'Private' Application

But, he said, so far only one private operator has applied for permission to build a TV transmitter. He is Bill Rea, of C.K.N.W., at New Westminister, B. C., who "will be on the air with television in a year to a year and a half," Dunton said. "Of course, television is a tremendously expensive proposition, but we're authorized to subsidize private stations by supplying them with shows."

Earlier, Dunton had said that TV in Canada cannot be placed exclusively in the hands of private commercial interests, since such a move would result in Canada being swamped with U. S. programs to the exclusion of home production.

"The tendency," he said, "would be for Canadian television to become a series of northward offshoots of U. S. TV instead of its forming east-west links across Canada."

"Cost" a Big Factor

This, he continued, was nothing more than the "result of commercial arithmetic." Canadian programs would cost more for production than those from the States. Therefore, an unregulated industry would tend to use only the cheaper U. S. productions.

Pointing out that TV in the U. S. is operating at heavy losses, he said two obstacles confront the establishment of video in Canada—the higher cost per capita because of this country's relatively small population, and the distance factor.

Wilson Quits As ABC Veepee As Web Slashes All Budgets

J. Donald Wilson, has resigned as vice-president and national director of network programs of ABC, it was learned yesterday.

His resignation coincides with a curtailment of the web's TV sustaining program schedule and a substantial budget cut involving virtually every department.

Wilson has been a vice-president of the web since January of this year, when he was transferred to New York from Hollywood where he was program manager.

The across-the-board budget reduction, the second this year, means reductions in service and/or personal in varying amounts for all departments. Heaviest cuts are expected in TV production and engineering personnel as the result of the dropping of eight hours of sustaining shows a week, two-and-a-half hours of which were film. Programs axed include Bowling Headliners, Actors Studio, A Couple Of Joes, Sleepy Joe and I Believe.

ABC officials prefer to call the cutback a readjustment and realignment of an unwieldy and unprofitable program schedule. Web is going all out to promote the new Paul Whiteman show for Goodyear that bows Sunday nite and should other new commercials be landed it would undoubtedly program sustainers around them to build block programming continuity.

AGENCIES

WILLARD S. FRENCH, president of Brook, Smith, French & Dorrance, Inc., New York and Detroit, announces the appointment of the agency as advertising counsel for York Corp., York, Pa., manufacturers of refrigeration and air conditioning equipment. The appointment becomes effective November 15th.

SIMONS - MICHELSON COMPANY, of Detroit, announces the addition of Helen Anderson, formerly of WJBK-TV, to its radio and television staff.

THE ACE ART COMPANY of Reading, Mass., makers of NuAce mounting corners, have named James Thomas Chirurg Company, Boston and New York, as advertising agency and merchandising counsel effective January 1, 1950. The Chirurg Boston office will be in charge.

ARTHUR PINE ASSOCIATES have been appointed to handle all publicity-public relations for Gift-Pax, New York, the hospital merchandising and sampling service of baby products to mothers.

MARLBORO SHIRT COMPANY of Baltimore, Maryland, manufacturers of dress shirts, sport shirts and outerwear, have appointed Kastor, Farrell, Chesley & Clifford, Inc., as their advertising agents.

EXCELSIOR QUICK FROZEN MEAT PRODUCTS, New York City, have appointed Tracy, Kent & Co., Inc., to handle an extensive advertising campaign in newspapers and television for their new product, Quick Frozen Buttered Beef Steaks.

AFFILIATED RETAILERS, INC., cooperatively owned by 59 department stores, including the R. H. Macy, May Company, and City Stores Groups, has appointed Raymond Spector Company, Inc., as its advertising and merchandising counsel in connection with the promotion of its store-owned "AR" brands.

CBM Getting Power Boost

Montreal—Work has been started at the CBM transmitter, in Marieville, Quebec, on the St. Lawrence South Bend Shore, about 30 miles southeast of Montreal, to boost the station's power from 5 to 50 kilowatts. It is expected that conversion will be completed by next July.

ATTENTION: AGENCIES

Top Flight Radio Producer-director with 12 years' experience seeks staff affiliation with agency radio department. All details on request to:

RADIO DAILY, Box # 282
1501 Broadway New York City

COAST-TO-COAST

News Series Sched.

Amsterdam, N. Y.—WCSS presents as a new series, "Bill Scott—Forest Ranger," produced by the U. S. Department of Agriculture Forest Service. This show is designed for the younger set and stresses forest conservation.

WCOP Man Turns Author

Boston, Mass.—Tom Lesure, of the WCOP news department, has an article he had written about his Caribbean honeymoon used in the October 15th issue of the "Saturday Review of Literature." The article, titled "Caribbean Notebook," appeared in William Rose Benet's column "The Phoenix Nest."

Kampe Resigns

St. Louis, Mo.—Mel Kampe, promotion manager of WIL, resigned from the station effective November 20, 1949. Kampe has been associated with WIL for the past 11 years in programming, writing, publicity and promotion. He will sail from San Francisco aboard the SS Lurline November 30, for an indefinite stay in the Hawaiian Islands.

Eaton Rejoins WCCO

Minneapolis, Minn. — Gordon Eaton will join the announcing staff of WCCO, effective November 1. He will come to the Twin Cities station from WGST, Atlanta, Ga. Eaton previously was associated with WCCO before he worked at his Atlanta post.

Latest Addition On WSB

Atlanta, Ga.—Newest program on the WSB schedule is "Moonlight Moods" aired each Monday, Wednesday and Friday at 11:15 p.m. The program includes poetry read by Lee Jordan, and an organ musical background furnished by Bob Van Camp, station musician.



WINS Sales Contest

Rochester, N. Y.—Abe Doris, of Katz sales force yesterday was declared winner of the WARC-Katz agency contest. Sam Townsend, owner and operator of the Rochester station, staged the sales test over the period of August and September. Abe's closest competitors were Mike Flynn and Martin Beck.

Givens Supervising Tour

Schenectady, N. Y.—Gill Givens, WGY's supervisor of farm programs, has been named director of the American Farmers tour of Europe under the sponsorship of the National Farmers Union and TWA Airlines. The tour is sanctioned by the U. S. Department of Agriculture, and is planned for Northeastern farmers who want to study French agricultural methods under the auspices of the French Department of Agriculture.

"Menjous" Bought By WSIX

New York—The Frederic W. Ziv Co. announces the purchase of their "Meet The Menjous" program by radio station WSIX, Nashville, Tenn. The show, starring actor Adolphe Menjou and his actress wife, Verree Teasdale, will be broadcast five times weekly over WSIX.

SOUTHWEST

GENE DENNIS, general manager of KWHN, Fort Smith, Arkansas, has announced a further expansion in his local programming by the addition of the MGM transcription package which includes Lionel Barrymore at Home, Paula Stone, Hollywood USA, MGM Theater, Good News from Hollywood, Judge Hardy's Family, Maisie, and Doctor Kildare. All MGM programs are scheduled in the night periods to contrast with heavy daytime schedule of hillbilly and western music. Over 40 performers are on the KWHN roster of talent, probably more live hillbilly and western talent than on any other station. Star units include Delmore Brothers and Lonnie Glosson, whose original "Why Don't You Haul Off and Love Me" and "Blues Stay Away From Me" recording has now passed the million mark in sales and placed 1st and 8th respectively on the Hillbilly Hit Parade. Also starred on KWHN are the Hartford Quartette, Ozark Rangers and Harmony Belles. Pat Breene, femme disc jockey of KTUL, Tulsa, Oklahoma, put more than 150 male members of the deejay fraternity in the shade when she spun off with the honors in the regional contest conducted by Capitol Records. Pat was proclaimed winner by Lloyd O. Cook, branch manager for Capitol in Oklahoma.

RADIO EXECUTIVES CLUB OF NEW YORK

Luncheon-Meeting, Thursday, Nov. 3
Hotel Roosevelt

GUEST SPEAKER—General William H. Harrison, I.T.&T. President, speaking on "International Communications."

SPECIAL FEATURE—Presentation of Red Cross Certificates of Appreciation to Red Barber, CBS Sports Director, and Yankees sportscaster Mel Allen.

ADMISSION—Members, $3, Non-Members, $3.75.

For last minute reservations call Claude Barrere, Mu 6-0238

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 22 NEW YORK, WEDNESDAY, NOVEMBER 2, 1949 TEN CENTS

EXPLOSION SUSPENDS FCC'S HEARINGS

Army-Navy Football On MBS And NBC-TV

The Army-Navy Football Game, Nov. 26, 1:15 p.m., EST, (15 minutes before the kickoff) will be carried exclusively on radio by MBS and on television by the NBC-TV network, under the sponsorship of Gillette Safety Razor Co., it was announced yesterday by Joseph P. Spang, Jr., president of Gillette.

Over 400 MBS stations are scheduled to carry the traditional classic. It also will be shortwaved by AFRS, sans commercial. The announcers will be named later this week.

Foote, Cone & Belding Expanding Below Border

Foote, Cone & Belding International Corp., New York, has announced the completion of working arrangements with seven Latin American advertising agencies, on an exclusive basis.

The deal was handled by Luis G. Dillon, executive v-p in charge of the firm's Latin American operations, who returned to New York this week from a three months' stay in Latin America. FCBI had previously announced the appointment of

(Continued on Page 3)

"Dr. I. Q." Moves To ABC As Sustaining Feature

"Dr. I. Q." formerly heard on NBC under sponsorship of Mars Candy Company, will become an ABC web feature on Wednesday, November 9, and will be heard at 8 p.m., EST. Lew Valentine will continue as emcee and the audience participation show will be offered for commercial sponsorship.

Sound Effects

A recording session of "Martin Kane, Private Eye" in the WOR studios the other day was interrupted by a strange rustling, as of mice in a haystack. The director called a halt, and asked who was 'mousing up' his show. Dead silence. Finally a hard-bitten actor stepped forward and confessed: he was wearing taffeta shorts.

Family Interest

Boston—When Rudolph O. Marcoux, sales promotion manager of WCSH, Portland, Maine, registered for the 1st District NAB meeting, he also registered for Mrs. Marcoux. Together they attended all sessions of the two-day meeting and took special interest in all the sales promotion clinic discussions. They were the only "Mr. and Mrs." team at the sessions.

Miller Prophesies Regarding Color TV

Boston—Justin Miller, president of NAB, told a press conference during the 1st District NAB meeting yesterday that "another ten years would be needed before perfect color television could be expected."

Judge Miller believes that the government will have to release some of the ultra high frequency channels controlled by government agencies, for private use before

(Continued on Page 8)

Philco Sales Rallying As Production Mounts

Sales and net income of the Philco Corp. for the third quarter of 1949 fell off sharply from last year's totals, due principally to "a two-week shutdown in midsummer for factory vacations in the television and radio division, and heavy starting costs involved in getting production under way on the new 1950 line," it was announced yesterday

(Continued on Page 3)

Blast And Fire In Post Office Building Destroys Commission's Files; Delays Hearing Plans

Washington Bureau of RADIO DAILY

Washington — Indefinite postponement of all hearings scheduled for Washington was ordered yesterday as FCC members and employes prepared to try to find out just what documents and files have been completely lost and what may be recovered. In addition, a large part of the commis-

(Continued on Page 8)

Says FCC Can't Rule On 'Transit' Legality

Washington Bureau of RADIO DAILY

Washington—FCC observers were on hand yesterday for the fourth day of the local hearing on streetcar radio, but Assistant Attorney General Harry Plotkin said the Commission could not attempt to comment on the legal questions involved. The matter has never actu-

(Continued on Page 6)

WTOP's Tape Recorder At Wash. Airplane Crash

Washington Bureau of RADIO DAILY

Washington—WTOP, CBS' outlet in the nation's capital, claimed a tape recorder first yesterday in the coverage of the collision of a P-38 with an Eastern Airlines DC-4 at National Airport yesterday with the loss of 54 lives.

Stephen Laird. CBS commentator,

(Continued on Page 6)

IT&T Prexy To Address New York REC Thursday

Gen. William H. Harrison, president of IT&T, will be the guest speaker at this week's luncheon meeting of the Radio Executives

(Continued on Page 2)

BBC's American Staff Cut In Economy Move

Staff of the North American office of the British Broadcasting Company in New York has been reduced from 29 to 14 members because of the recent devaluation of the pound, it was announced yesterday by Norman Luker, North American BBC director, who recently returned from a BBC conference in London.

Among the executives who will

(Continued on Page 2)

NARND Agenda Set For Two-Day Confab

More than 200 newsmen are expected to attend the annual convention of the National Association of Radio News Directors at the Commodore Hotel, Nov. 11-13.

Allen Martin of WPIX, New York;

(Continued on Page 2)

Radio Progress Highlighted As Nat. Radio TV Week Opens

Radio's remarkable progress during the last 29 years—"the most phenomenal growth ever recorded in a single industry"—was reviewed this week by the NAB in a report coinciding with the opening of National Radio and Television Week, Oct. 30-Nov. 5.

Gordon Gray, of WIP, Philadelphia, and W. B. McGill, of the Westinghouse Radio Stations, Inc., have been named co-chairmen of a joint committee to arrange the celebration of radio's 29th birthday. The event is co-sponsored by the NAB and the Radio Manufacturers Assn.

Dealer participation will center on joint sponsorship of full-page advertisements in more than 500 cities and towns, tied in with local displays of radios and TV sets. RMA thus far has filed orders from 574 daily and weekly newspapers for

(Continued on Page 6)

Presentation

Francis Cardinal Spellman was the recipient yesterday of a floral presentation from 13 year-old Betty Clark, ABC's blind singing star, in commemoration of National Flower Week. Betty, who was chosen as national "Flower Girl" by the Society of American Florists, is presenting many similar floral gifts to hospitals in the Cardinal's name.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(November 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7⅞	7⅝	7⅞	+ ¼
Admiral Corp.	27½	27¼	27¼	+ ⅛
Am. Tel. & Tel.	144¾	144½	144¾	+ ¼
CBS A	24	23¾	24	.....
CBS B	24	23¾	24	.....
Philco	28⅝	27¾	28¾	+ 1¼
Philco pfd.	81½	81½	81½	+ 1
RCA Common	12⅜	12⅛	12¼	+ ⅛
RCA 1st pfd.	71¾	71½	71¾	+ ⅝
Stewart-Warner	12⅝	12⅝	12⅝	+ ⅛
Westinghouse	29	28⅝	28¾	+ ⅛
Westinghouse pfd.	100½	99¾	100½	+ ½
Zenith Radio	27¾	27¾	27¾	— ¼

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅞	2¾	2¾	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	13¾	15

Radio Week In Ohio

Portsmouth, O.—Local activities in connection with the observance of National Radio Week include a special program by the Portsmouth Amateur Radio Club on Saturday night, and a speech by Hugh M. P. Higgins before the Kiwanis Club. Higgins is vice-president and general manager of WMOA, Marietta, O., and was formerly assistant director of broadcast advertising for the NAB.



☆ COMING AND GOING ☆

GORDON GRAY, vice-president of WIP, Philadelphia, yesterday was in New York on station business.

WAYNE STEFFNER, sales manager of KNX-Columbia Pacific Network, is on a business trip to San Francisco.

PETER DONALD has returned from a series of charity appearances in Connecticut and has resumed his daytime comedy series, "Talk Your Way Out of It," also his weekly comedy appearances on "Can You Top This" broadcast over WOR.

TED ABER, of Mohawk Carpet Co., sponsors of the Roberta Quinlan "Showroom" series on TV, is in Amsterdam, N. Y., planning the convention at which Roberta will sing.

WILLIE SHORE, comedy dancer, is due from Buffalo for his guest shot this Saturday night on the television program, "Cavalcade of Stars."

WILLIAM BRENNAN, manager of network sales in Hollywood for CBS, is spending a two-week vacation in San Francisco.

HAL HUDSON, manager of the CBS network television department in Hollywood, has arrived in Gotham on business. He'll be here for ten days.

CHET HUNTLEY, news analyst for KNX and the Columbia Pacific Network, left Monday for a six-week tour of Europe. BILL COSTELLO, chief of the CBS Far Eastern news bureau, who recently arrived in the U. S., is now on the West Coast to substitute while Huntley is abroad.

ARTHUR CHURCH, general manager of KMBC, Kansas City, Mo., a visitor this week at the headquarters of CBS, with which the station is affiliated.

G. RICHARD SWIFT, general manager of WCBS; DON MILLER, sales manager of the station, and DON BALL, program director, off for Asbury Park, N. J., to attend the meeting of District 2, NAB.

WILLIAM ADLER, radio-TV violinist, is in town for some personal appearances and to fill an engagement at La Vouvray.

JOHNNY O'CONNELL, account executive for Associated Program Service, will attend the NAB regional meeting in Asbury Park tomorrow, Thursday and Friday.

EDWIN PIERCE, president of the dancing schools bearing his name and who has appeared from time to time on television programs, has returned from a business trip to Washington, D. C.

NARND Agenda Set For Two-Day Confab

(Continued from Page 1)

John Madigan of ABC; Phil Newsom of the United Press Radio; John Cooper of INS, and Ad Schneider of NBC will participate in a special discussion panel on TV news problems. All radio and TV newsmen, members and non-members, will be welcomed at the various panels.

A special pre-convention tour of the United Nations has been scheduled for Nov. 10 at the invitation of UN officials headed by Benjamin Cohen, assistant secretary general of public information. The convention, itself, will be highlighted by talks by Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and CBS newscaster Edward R. Murrow.

Discussion sessions will be devoted to profitability of news room operations, and coverage of disasters. In addition there will be a demonstration session on TV news and a debate between ABC news broadcaster Elmer Davis and New York advertising executive Charles Hull Wolfe, on the future of AM news in a period of TV ascendancy. Business sessions will feature the election of officers for 1950 and the possible adoption of a new and stiffer code of standards for news operations.

"Voice" To Shortwave Alex Dreier Newscasts

The Voice of America broadcast to European countries by the State Department, will carry portions of scripts prepared by Alex Dreier, NBC newscaster, for his daily program originating from Chicago, and heard at 8:00 a.m., EST.

Dreier recently returned from a five-week tour of nine European countries, and incorporated his on-the-spot observations into his daily commentary. His material currently is being translated into several languages for use on Voice of America.

BBC's American Staff Cut In Economy Move

(Continued from Page 1)

leave the BBC office next Monday is Alice Stamatis, publicity director who has been with the operation six years. Others include Heleyne Pauling, in charge of traffic and Harold Burns, head of administration.

Henry Stracker, assistant to Sam Slade, North American program director, has been recalled to BBC headquarters in London. No curtailment of program service to stations in the United States is contemplated at this time, it was said.

IT&T Prexy To Address New York REC Thursday

(Continued from Page 1)

Club of New York, to be held on Thursday at 12:30, at the Hotel Roosevelt. His topic will be "International Communications."

Other special guests will include Frank White, president of Mutual; James Seward, CBS vice-president in charge of operations; Oswald Buchanan, IT&T treasurer, and J. M. Mathes, president of J. M. Mathes, Inc.

Celebrated Anniversary

Hartford — WCCC, Connecticut's Good Neighbor station, owned by William and Max Savitt, celebrated its 2nd Anniversary on October 26th by holding open house in their studios at the Hotel Bond. Air time from 3:00-5:00 was devoted entirely to personal interviews with sponsors, public officials, officers and members of the staff of the station led by Syd Byrnes, program director. Douglas J. Bennet, executive secretary to Gov. Bowles led the air kick-off followed by Hartford's Mayor, Cyril Coleman. Both Hartford Newspapers were represented by top officials.



Great Protector

This little 2-pound Chihuahua feels safe on the paw of his 150-pound pal, the Great Dane. The big dog makes a great proteetor.

W-I-T-H is a great proteetor, too, for advertisers in the tough, competitive market of Baltimore. W-I-T-H protects your profits from advertising by providing real low-cost results.

It's easy to see why. W-I-T-H delivers more loyal *home* listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that *of all radios playing in barber shops, 49.3% were tuned to W-I-T-H!* That means that a *little* money does *big* things on W-I-T-H.

Call in your Headley-Reed man today and get the whole W-I-T-H story.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

★ AGENCY NEWSCAST ★

KEN R. DYKE, vice-president in charge of publicity and public relations for Young and Rubicam, Inc., has announced that Peter McGovern, New York publicist and former newspaperman, will join the agency's radio-TV publicity department on November 1st.

JAMES J. DELANEY has been appointed advertising manager of the Sinclair Refining Company. He formerly was a vice-president of Morey, Humm & Johnstone, Inc., and prior to that was an account executive with McCann-Erickson, Inc.

WIREWAY CORPORATION OF AMERICA, manufacturers of Wireway magnetic wire recorders, and the Wireway "Secretary" dictation recorders, have appointed Chas. Dallas Reach Co., Inc., New York and Newark, N. J.

SPENCER HARE has been named to handle publicity, promotion and public relations for Peter Puppet Playthings, Inc., of Long Island City, creaters and manufacturers of hand puppets and marionettes.

RUTHRAUFF & RYAN, INC., has been named by United Florist Trades, Inc., for a campaign in the New York area featuring "take-home specials" in bouquets and corsages. United Florist members include flower growers, retailers, and wholesalers.

HASKELL BLOOMBERG, for 15 years exclusive local sales representative for the Merrimac Broadcasting Company, owners and operators of radio stations WLLH, Lowell; WLLH, Lawrence; and WLLH-FM, Andover, has, in addition, been named exclusive national sales representative for these stations.

BERMINGHAM, CASTLEMAN & PIERCE, INC. has been appointed by the Monarch Wine Co., Inc., Brooklyn.

ERWIN, WASEY & CO., has been named by the Le Blanc Corp., Lafayette, La., manufacturers of Hadacol.

JOHN D. FITZGERALD, formerly with CBS-TV, has joined the executive staff of Alley & Richards, Inc.

Foote, Cone & Belding Expanding Below Border

(Continued from Page 1)

other associates in Mexico, Cuba and Brazil, and some of the smaller Latin American countries.

The newly-added associates are: Pueyrredon Propaganda of Argentina; Puerredon, Rey Kelley, Behrens & CIA., S.R.L., of Uruguay; Publicitas of Chile; Publicidad Causa of Peru; Propaganda Epoca Limitada of Colombia; C. A. Publicidad Laif of Venezuela, and Publicidad Astra of Puerto Rico.

AFRS Officer Transferred

Major Klyde E. Kraft, officer in charge of the New York office of the Armed Forces Radio Service, has been transferred to a new assignment with the Army Medical Dept., Stuttgart, Germany. Kraft, who has been with the AFRS since the Spring of 1947, is scheduled to sail for Europe next week.

Major Ernest M. Magee, formerly with the U. S. Air Forces in Europe as a public relations officer, has replaced Kraft as officer in charge of AFRS in New York.

William Artzt

Funeral services were held Monday for William Artzt, musical director for the CBS radio series, "The Goldbergs," at Park West Memorial Chapel, New York.

Mr. Artzt died Saturday, Oct. 29, in his apartment at the Oliver Cromwell Hotel after a heart attack. He was 53.

The musical director also was associated for nine years with the "Blondie" radio series.

Philco Sales Rallying As Production Mounts

(Continued from Page 1)

by William Balderston, Philco's president.

Third quarter sales totaled $46,776,000 this year, and net income amounted to $508,000, as against third quarter sales of $69,539,000 and earnings of $2,416,000 in 1948. In September of this year, however, production of Philco's new television models increased rapidly, and earnings for that month were $802,000, Balderston said. "The marked improvement in earnings which set in in September is continuing in October," he added.

WLIB Airs 2½-Hour Hospital Benefit Show

WLIB, New York, aired a 2½-hour benefit program in behalf of the United Hospital Fund, Oct. 30, 7-9:30 a.m., featuring speeches, music and variety entertainment.

Hal Jackson, a disc jockey on WINX, Washington; WOOK, Washington; WEAM, Arlington, Va.; and WSID, Baltimore, served as emcee on the program. Other participants included Dr. Cecil Marquez, president of the Mt. Morris Park Hospital; Dr. George Cannon, national secretary of the Physicians Forum; "Doc" Wheeler, mc of the Apollo Theater Amateur Hour; and the Syncopators, a singing group.

Wedding Bells

Robert Wood, sales service manager for KNX-CBS, Los Angeles, was married Oct. 29 to Nan Harwell at All Souls Episcopal Church.



Disciple of Free Enterprise Caught in the Act

He sings the praises of the "Free Enterprise that the Founding Fathers farsightedly bequeathed us" — and practices what he preaches. Whether he's getting down to cold snacks in a midnight raid on the refrigerator, or unfreezing a hot news story in Washington, his prodigious appetite for facts is working full time.

Said Herbert Hoover: "In these days when our precious liberties are being menaced by the machinations of treacherous and faithless men who masquerade as 'liberals' and 'champions of the people,' his (Lewis') lucid, fearless, and exhaustive examinations of the vital issues of our time are of profound importance to all good Americans."

His lively 5-nights-a-week broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

SOUTHWEST

KFJZ, Fort Worth, and the Texas State Network joined to present the week's outstanding public service schedule in Texas. Programs, carried on full TSN net, were: live remote from "Wheel Chair Chapel" on grounds of Warm Springs Foundation, Gonzales, Texas, featuring Lions Club Ochestra from Midland; half-hour United Nations broadcast prepared by Radio House, University of Texas, and Goliad State Park program, with Gov. Allan Shivers and Brig. Ainsworth, from this shrine of Texas history. United Nations and Goliad programs were tape recorded.

KTFS, Texarkana, has renewed and extended its contract for use of the World Library, according to Dave Segal, owner of the Texarkana Mutual affiliate and WGVM, Greenville, Mississippi.

The WFAA, Dallas, "Early Birds," the oldest live talent breakfast variety show in radio, as far as this department knows, hung up a new record in contest mail pull with a total response of over 30,500 entries in only three weeks. Contest involved naming a pig that was a recent gift to the "Early Birds" comic character, "Little Willie" from Texas Swine Breeders Association.

First prize will be a new Chevrolet sedan with 175 other merchandise prizes going to aspiring pig namers.

Bill Ring, featured in "Bill Ring Time" programs for Taystee Bread, was guest on "Hoffman's Hayloft" popular television program from the studios of WBAP-TV, Fort Worth. Ring's regular AM stint is heard on WBAP regularly and he made a flying trip from Houston, where his program originates in the studios of KXYZ, to make the guest shot on WBAP-TV.

What was the most unusual merchandising display seen in these parts for many a moon, has just been dismantled by WFAA, Dallas, where it was on display at the Texas State Fair. Exhibit followed the new ultra-arty art form of "mobile sculpture" in which multiple shapes, planes and figures are suspended in motion. The WFAA "mobile" displayed a total of 130 products advertised on the Dallas NBC-ABC outlet, each product in motion but never touching its neighbor. Complicated machinery weighing 150 lbs and containing 487 moving parts —all suspended from a single point, was designed and executed by Ray Huffer of the WFAA promotion department.

ATTENTION: AGENCIES

Top Flight Radio Producer-director with 12 years' experience seeks staff affiliation with agency radio department. All details on request to:

RADIO DAILY, Box # 282
1501 Broadway New York City



Mainly About Manhattan. . . !

● ● ● Metropolitan station in a Sunday Times classified ad offered to "risk time, talent and facilities" and "for one year guarantee daily publicity to product or service that has merit." Station's call letters were omitted from the ad, with blind box number inserted. . . . With all the furor over color TV, postcards Alan Sands, one shade the nets would like to see go is red—right off their books. . . . Les Mitchel, producer-host of new CBS series, "Skippy H'wood Theater," off for London to record six programs for the series starring top British actors, including John Mills, Clive Brook, Margaret Lockwood and Jean Simmons. . . . Walt Framer, who started in this biz some 21 years ago as a quizmaster and sidewalk interviewer and has since gone on to producing and packaging his own shows, returns to his first love as emcee of a TV quizzer, "Flashbacks." . . . Jim Boles believes in supplying his own competition. At 9 p.m. tonight he'll be playing a killer on Kraft Television Theater. Opposite him at the same hour will be his bride, Athena Lorde, also playing a killer on DuMont's "Plainclothes Man." . . . Boris Karloff being set for a B'way musical—and Bill Bertolotti wonders if it'll be titled "Call Me Monster."

☆ ☆ ☆ ☆

● ● ● Harry Hershfield, the most beloved guy in show biz so far as we're concerned, knows a joke when he comes across one—especially if he originated it himself. Which is by way of saying that that wonderful crack attributed to Groucho Marx (about his resigning from the Friars Club because he wouldn't belong to any club that would accept him as a member) appeared in Harry's "Abe Kabibble" strip 28 years ago.

☆ ☆ ☆ ☆

● ● ● Zendon C. (Jess) Barnes, former veepee and sales manager at Mutual, will be associated with Calkins & Holden ad agency as of Jan. 1st. He joins the agency as a full partner along with J. Sherwood Smith, Rene Clarke and R. P. Clayberger. Prior to his service at Mutual, he was veepee of Gen'l Outdoor Advertising Co., and during his seven years at the network sales rose in an all-time peak. . . . Success of Mutual's Sunday afternoon operations can be largely attributed to him. Calkins & Holden, who number among their clients such firms as Gulf Oil, Oakite Products, etc., haven't centered their activities too widely on radio in the past, but it's fairly certain that with the acquisition of Jess Barnes, the radio and television dep't will be swiftly expanded.

☆ ☆ ☆ ☆

● ● ● NBC simulcast series of Ted Granik's "American Forum of the Air" got off to a lively start with Sunday's preem. The debate between Sec'y of Labor Maurice J. Tobin and U. S. Chamber of Commerce prexy Herman W. Steinkraus on the steel strike broke the front pages all over the country as well as radio newscasts the following day.

☆ ☆ ☆ ☆

● ● ● THAWTS WHILE THINKING: One of the greatest little shows on big time radio is Maggy Fisher's delightful "Piano Playhouse" sessions. It's celebrating its 6th ann'y on ABC this month with its co-op line strongly on the up-curve. . . . Sid Shalit doing a terrific job of radio coverage with Ben Gross vacationing for a month. . . . Frank Gallop, Radio Row's best-dressed gent, no doubt eyeing Paul Douglas' fabulous screen success with a jaundiced eye, took a flyer on "H'wood Screen Test" the other night and emerged as a combination Herbert Marshall and Otto Kruger. Hollywood—open up those golden gates. Here comes the new Frankie.

☆ ☆ ☆ ☆

CHICAGO

By HAL TATE

SKELLY OIL COMPANY is considering using spot announcements in a limited number of markets. Account is handled by Henri, Hurst & McDonald, Chicago.

American Bakers Institute is mulling over the idea of starting a network show. The idea would be to promote the sale of bakery goods nationally. Foote, Cone & Belding, Chicago, handles the account.

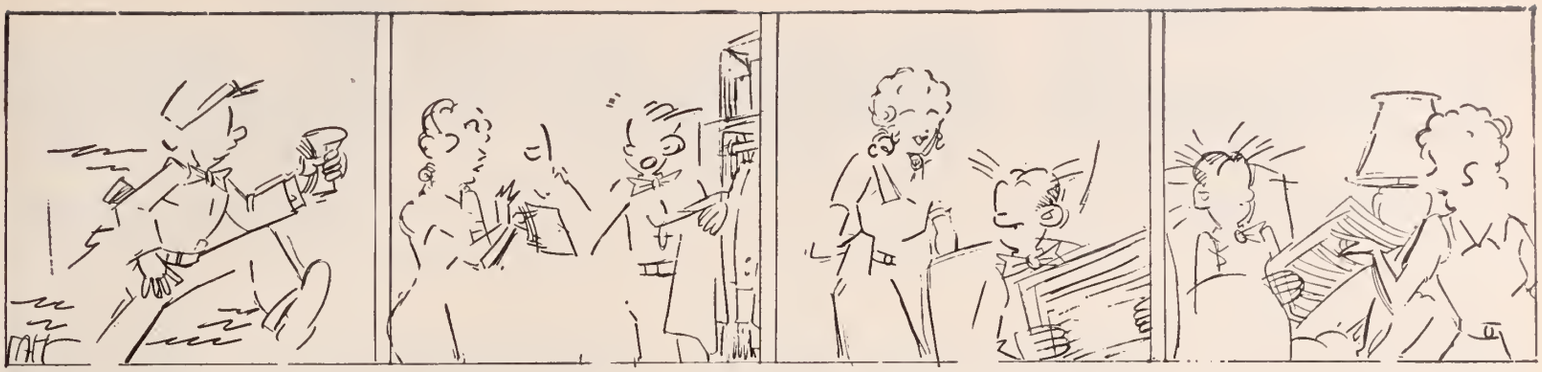
Marty Hogan emceed a half-hour show at the opening of Chicago's newest theater—the Telenews at Rush and Oak Streets. Program went out over WCFL. Producing the show were Bob Platt, Frank McGiveran and Lee Petrillo. Celebrities on the show included movie star James Dunn, here for the starring role in "The Golden Gloves Story" which is being made in Chicago by movie producer Carl Kreuger. Latter was also interviewed together with State Senator Abe Marovitz, Federal Judge Michael Igoe, Alderman Dorsey Crowe, Realty king Arthur Rubloff, Jim Thompson, prexy of the Chicago Hornets pro football team, and Telenews executives Herbert Sheftel, Alfred G. Burger and Sylvan Goldfinger.

Chicagoans are mourning the death of the former AFRA treasurer Al Stracke, who passed away last week in Seattle, Wash. His brother, Win Stracke, is well-known in local radio circles.

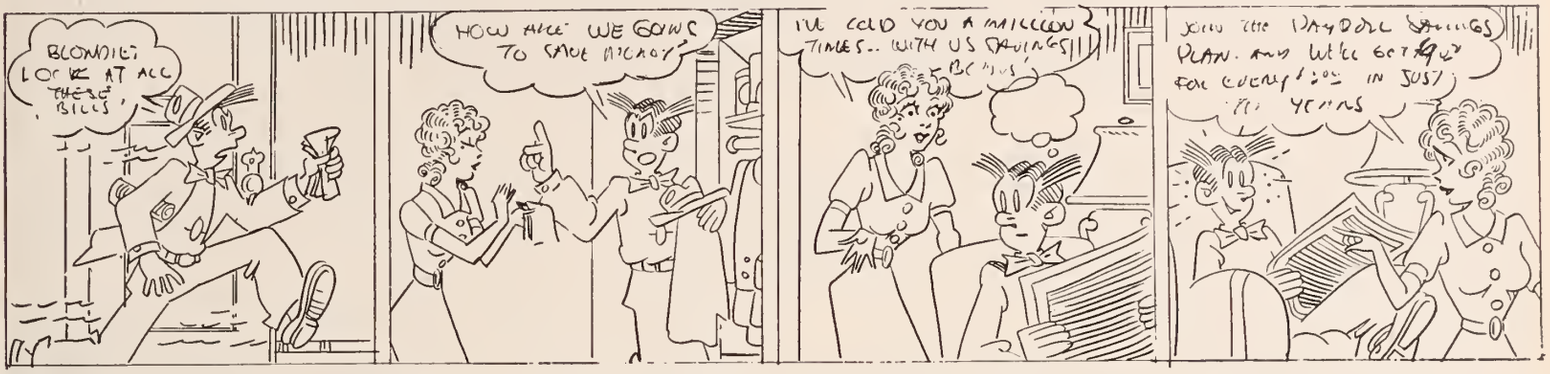
An original three-act play called "The Peanut Whistle" and dealing with life and experiences of the personnel of a 250-watt station will be presented by the nationally known little theater group, The Peoria Players next Monday night (Nov. 7). Charles E. Barnhart of the group's board of directors has invited trade papers and New York drama critics to view this satire of a small-station operation.

Out of the five national winners in the Army's contest to choose a theme song for that branch of service two were Chicagoans. They were Thomas J. Filas, who won 2nd prize with his song "It's the Army" and Mrs. Iola Nancy Warren who won 4th prize for her "Three Cheers for the Army." Band leader Vaughn Monroe copped top honors for his "Men of the Army."

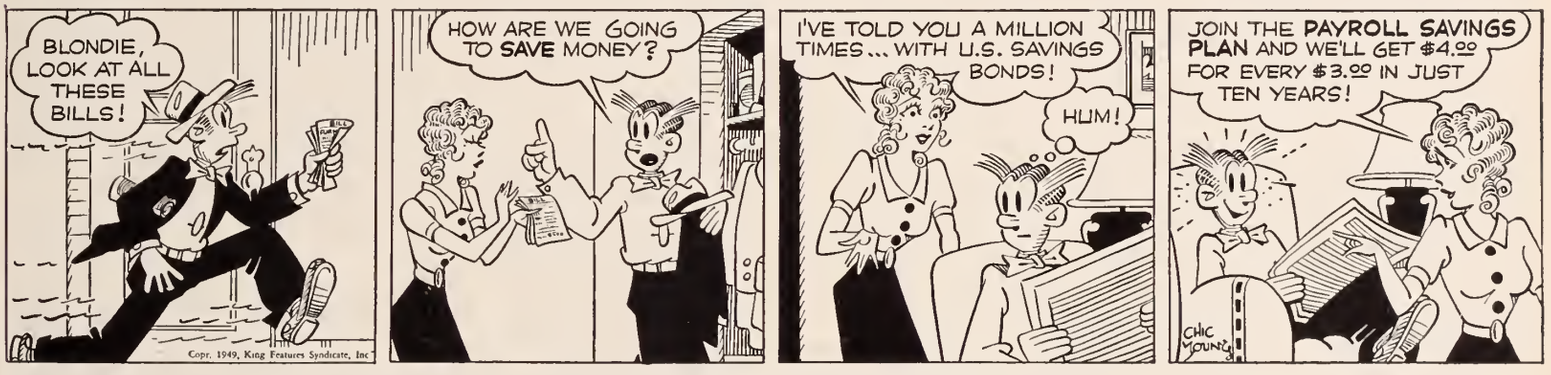
1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP...

that's the way it's done successfully!

As you can see, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS

THIS SPACE CONTRIBUTED BY RADIO DAILY

PROMOTION

KOMA Storm Warning

All grocers in the KOMA, Oklahoma City, trade area have received a promotion piece announcing a "storm warning." Piece stated that, like most storms, this one would come from the air but would be a storm of demand for Nash Coffee because of the 12 o'clock news on KOMA sponsored across-the-board by the Nash-Finch Company of Oklahoma City. To garner even greater audience, grocers were told that KOMA would use billboards, transit ads, newspaper space and plug announcements on the air. Promotion urged grocers to make special displays of Nash Coffee and gather entire personnel for free photographs that would be made and presented to all who were in the picture. "Storm Warning" was just one of many stunts planned by the 50 kw, CBS affiliate to accent promotion and merchandising aids to advertisers using the station.

Says FCC Can't Rule On 'Transit' Legality

(Continued from Page 1)

ally come before the Commission, he said.

Ross H. Beville, chief engineer of Washington Transit Radio, Inc., told the local public utilities commission yesterday that the audio quality of the installations in 215 Washington buses and trolleys is the best possible. There has been some "tempering," he said, but large sums have been spent to insure the best receiving equipment for the FM signal.

Consideration For Driver

Beville explained that sound has been kept low in the front of the vehicles in order not to interfere with the drivers.

Dr. Clifford Stanley of the Virginia Theological Seminary appeared yesterday to tell the PUC transit radio "is an affront to human dignity."

Page To Plug Radio At Camping Group Meet

Thomas J. Page, WNBC's farm program director, will be the guest of honor and the principal speaker at a meeting of the public relations directors of the American Camping Association, November 3 at Bear Mountain, N. Y.

His speech will be titled "Radio As A Public Service Medium."

"Cisco" In Canada

The Frederic W. Ziv Co., announces that the Wm. Wrigley of Canada Ltd., Toronto, has started a three times weekly, thirteen week test campaign for popular "Cisco Kid" western thriller. Program is being heard via CKEY, Toronto. Agency is J. Walter Thompson Co., Ltd., Toronto.

Radio Progress Highlighted As Nat. Radio TV Week Opens

(Continued from Page 1)

1,025 full-page advertising mats for joint dealer sponsorship. Special sections are being used by a number of newspapers.

Broadcasters are planning special programs, spots and transcribed talks to call public attention to national radio and television week and the "Voice of Democracy" contest for high school students.

Surveying radio's role in U. S. life as the medium begins its 30th year, the NAB notes that more than 39,000,000 families, or 94 per cent of all U. S. families, listen regularly to programs aired by the nation's 2,800-odd stations. An estimated 34,000,000 additional radio sets are in use in stores, institutions, hotels, and offices, plus 10,000,000 automobile radios.

Music Popular

As for programming, the NAB reports that 41 per cent of all broadcast time is devoted to music and variety programs; 16 per cent to drama; 13 per cent to news, including spot news, commentary, and features; 6 per cent to educational material; 4 per cent to talks and forum discussions. The remaining air time is devoted to farm programs, business and financial information, household programs, and miscellaneous material.

Set sales have kept pace with broadcasting's growth, the NAB points out, totaling more than 2,000,000 annually. The number of sets in use has more than doubled in the last decade—from 40,000,000 in 1939 to an estimated 83,000,000 in 1949.

Television, judging by its beginnings, "is engaged in matching that growth," the NAB says. "About 1,350,000 television sets have been made in 1949. Over 2,500,000 have been made since the end of the war, and about 2,225,000 of these are in use in homes."

All of the networks and many stations have scheduled special announcements and programs in support of Radio Week's observance. As a special feature of the celebration, this year as before, high school students throughout the nation will compete for four college scholarships to be awarded for the best radio scripts on the subject, "I Speak for Democracy," to be voiced by the contestants. National finals will be held during the week of Dec. 15. The four national winners will be chosen from among 48 state finalists by the following judges: Associate Justice Tom C. Clark, of the Supreme Court; James Stewart, the film star; J. Edgar Hoover, director of the FBI; Douglas Southall Freeman, editor and historian; Edward R. Murrow, CBS news analyst; Andrew Holt, president, National Education Assn., and George V. Allen, newly-appointed ambassador to Yugoslavia and former assistant Secretary of State for Public Affairs.

The winners will get their awards at a luncheon in Washington on Feb. 22, and later will meet the President and participate in a worldwide Voice of America broadcast.

WTOP's Tape Recorder At Wash. Airplane Crash

(Continued from Page 1)

rushed to the scene of the crash shortly after noon with a tape recorder. Laird claimed he was first on the scene with any recording equipment and at 3:30 p.m., WTOP fed a special news broadcast of the crash to the CBS network, direct from the Gulf Oil docks, near the airport. Laird's recordings of eyewitness interviews, and reports by Charles Collingwood and Allan Jackson were included in the broadcast. Bill Shadel read the casualty list of persons killed in the crash.

New Kaye Series

"Sammy Kaye's Sunday Serenade," will be heard over the CBS network as a Sunday afternoon feature starting Nov. 13, 1:30-2:00 p.m. Program will be presented in cooperation with the U. S. Treasury Department.

Wedding Bells

Geraldine (Gerry) Simpson, assistant to Bob Jennings, producer of ABC's Sunday evening "Chance Of A Lifetime" program, will wed ABC staff producer Bob Steen in Hanover, Pa., on Saturday, Nov. 5.

Chesapeake AP Unit Elects Sartain As Head

Baltimore — Denis Sartain, news editor of WWDC, Washington, was elected chairman of the Chesepeake Associated Press Radio Association at its annual meeting here, Oct. 19.

Other officers chosen were: First vice-chairman, Matthew Warren, program director of WEAM, Arlington, Va.; and second vice-chairman, Edwin Hinkle, program director of WTBO, Cumberland, Maryland.

Max Fullerton, AP chief of bureau in Baltimore and head of the cooperative's news service in Maryland and West Virginia, was renamed secretary.

News Problems Discussed

News personnel from AP member stations in Maryland, Virginia and the District of Columbia participated in a discussion of mutual news problems. Leading the informal discussion was William Conhurst, of WCAO, Baltimore, chairman of the Association's news committee.

The group heard a report of U. S. Weather Bureau services by George Brancato, director of the Baltimore weather office, and directed that a study be made of the cost of obtaining and transfitting detailed weather reports to all parts of the Chesepeake Bay area. By resolution, the Association also directed that the possibility of increasing the volume of regional news be studied.

Prior to the business session, the Chesapeake delegates attended a luncheon of the Baltimore Advertising Club, at which Jake Embry, vice-president and commercial manager of WITH, Baltimore, presided.

Among those present were: Charles Truitt, WBOC, Salisbury, Md.; William F. Hardy, WFMD. Frederick, Md., retiring chairman of the Association; Dave Stickle, WMAR, Baltimore; Martin Edwards, WITH, Baltimore; Walton Rock, T. Stanley Smith, John Mine and Fullerton, AP, Baltimore; Howard L. Kany, AP radio representative, Washington; Brancato, Sartain, Warren, Hinkle, and Conhurst, and two guests, Greg Halpin of WCBM, Baltimore, and John Alderson of WFBR, Baltimore.

NEW BUSINESS

WEWS, Cleveland: Esquire Theater, participating spots on "Dinner Platter," five times, thru Ohio Advertising Agency. Electric Consumers Service Company (De-Frost Automatic Unit), participations on "Distaff," two a week. Direct Contract. Dodge, one-minute spots, Monday through Saturday, thru Ruthrauff & Ryan, Inc. Reeve's Cleaners, one-minute spot, once weekly, November 13 through February 5, 1950. Agency: Marcus Advertising. Cleveland-Sandusky Brewing Company, 10-second spots, once weekly, 13 weeks. Agency: Carpenter Advertising Agency. Hamilton Watches, five-minute program, three times weekly. Agency: Batten, Barton, Durstine & Osborn.

KDKA, Pittsburgh: Contract for "Sunday Serenade," transcribed musical show with Ed Schaughency, has been renewed by Clearfield Furs, Inc., Clearfield, Pa., through the James A. Stewart Co. A half-hour program, it is heard each Sunday afternoon at 1. Station break schedule for Pictsweet Frozen Foods has been signed through Brisacher, Wheeler & Staff of San Francisco. One-minute announcements in Midnighters' Club has been taken by L. & M. Company of St. Louis, through Shaffer- Brennan-Margulis Adv., St. Louis.

WCBS, New York: Standard Brands, for Chase & Sanborn Regular and Instant Coffee, has contracted for 52-weeks participations in "Hits and Misses" and the Phil Cook Show. Chase & Sanborn announcements in the "Hits and Misses" program starring Harry Marble will be aired Monday through Friday effective immediately. Program is broadcast across-the-board at 5:30-6 p.m. Participations in the Phil Cook Show have been purchased for Tuesday through Saturday effective immediately. Program is aired Monday through Saturday, 8:15-8:30. Agency for Standard Brands is Compton Advertising, Inc.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 2, 1949 — TELEVISION DAILY is fully protected by register and copyright

DuM. AGAINST 'DELAYING' COLOR

TELE TOPICS

ALL IS NOT WELL in the Department of Defense, the public prints tell us in reporting the current and recent inter-service feuding, but you'd never know it from watching "The Armed Forces Hour," which bowed on NBC Sunday. Perhaps the series was undertaken to counteract the effects of the news from Washington, or perhaps it merely demonstrates that unification can work and that a happy wedding has occurred in the Radio-Television Branch, Office of Public Information, which produces the program. These weighty questions we'll leave to the seers and pundits; what we're interested in is the show itself. . . . The kickoff program was titled "Your Defense Dollar," and explained where the money used by the Department comes from and how it is used. Following brief intros by top Department officials, the exposition was accomplished through films and charts. Similar treatment for the Army-Navy and Air Force became a bit repetitious, but on the whole the visual material was so well selected and presented that the show was a most interesting and informative documentary.

•

PRODUCTION WAS EXCELLENT all down the line. Film opening, accompanied by stirring background music, commanded one's attention immediately. Timing was perfect, with nary a fluff in the many switches from live to film all the way through. As good as the opener was, future installments should be even better, if production remains on the same high level, because the subject matter will allow more dramatic impact. . . . Series is produced by Maj. Robert Keim, USAF, and Lt. Benjamin Greenberg, USNR. Director is Charles Christensen, of NBC, and Charles Colledge, chief engineer of WNBW, is technical supervisor. Lt. Cass Bielski, USAF, and Ensign Jack Siegal, USN, are the announcers.

•

THE RUMOR MILL keeps grinding out reports about Lucky Strike's program plans, one of the latest being a dramatic series with Robert Montgomery. What is definite is that the firm has looked at just about every available show and apparently has not yet made a decision. . . . CBS is readying a weekly half-hour show to star Red Barber for debut around the first of the year. . . . Ted Steele, of CBS, and Morey Amsterdam, of DuMont, will be among this month's guests on NBC's Roberta Quinlan show. . . . DuMont prepping a network shopping show for Kathi Norris similar to her local WABD stanza. . . . Harold Barry, who guested on Versatile Varieties last week, has been signed as permanent emcee of the show. He just finished a four-month run at the Hotel Biltmore.

AGVA In Peace Move Withdraws AFM Suit

The suit of the American Guild of Variety Artists against the AFM was withdrawn yesterday by the former organization in a move to bring a peaceful settlement to the dispute between the two unions. Announcement of the withdrawal was made last night in a joint statement issued by offices of the two unions.

AGVA had brought its action against the AFM in an effort to stop the musicians union from forcing its members to quit the variety performers union. Last night's statement revealed that AGVA has refunded the $50 initiation fee collected from Lee Norman, musician, some months ago. It was the payment of the Norman fee that brought the dispute between the two unions to a head.

In a statement issued from his Chicago offices, James C. Petrillo, head of the AFM, hailed the action taken by AGVA as creating "an atmosphere in which I hope and believe this labor dispute can be settled."

CBS Ups Schimmel

Clarence de Bruyn Schimmel, associate director at CBS for the past year, has been promoted to director. He has been with the web since 1937 and was in the shortwave division until his transfer to TV in September, 1948.

Film Council Names Committee Chairmen

Appointment of chairmen and vice-chairmen for seven National Television Film Council committees was announced yesterday by Melvin L. Gold, president of the group. In addition, William S. Roach, NTFC vice-president, was placed in overall supervision of the activities of the various committees.

Committee Heads Named

Gold named the following committee heads: Distribution, chairman, John Mitchell, United Artists Television; vice-chairman, W. W. Black, Official Television, Inc. Production, chairman, Henry Morley, Dynamic Film, Inc.; vice chairman, Jules Bricken, Screen Gems, Inc. Station, Robert Paskow, WATV, Newark; vice chairman, Helen Buck, WCAU, Philadelphia. Membership, chairman, Jerry Albert, United World Films; vice chairman, William Holland, Hyperion Films, Inc. Film Clearance Bureau, chairman, Paul White, International Trans-Video Inc. Film Production Clinic, chairman, J. A. Maurer, J. A. Maurer Inc. Program, chairman, Irwin Shane, Televiser Magazine; vice chairman, Helen Buck.

Sally Perle, recently elected NTFC secretary and formerly chairman of the press relations committee, was named press representative for the council.

Goldsmith Queried Re Laboratory Advances

Washington Bureau of RADIO DAILY

Washington—There may be radio manufacturers who would like to see color TV delayed, Dr. T. T. Goldsmith, DuMont research director, said yesterday — but DuMont is definitely not among them. Goldsmith was on the stand all day yesterday as the homeless FCC peppered him with questions concerning the possibility of early color findings in DuMont laboratories.

The hearing got under way in the Commerce Department auditorium shortly after the fire and explosion at the Post Office Building occupied by the Commission two blocks away.

Dr. Goldsmith said he could conceive of expenditure by manufacturers to buy up the color tube under development by Dr. Charles Willard Geer, for instance, or to buy up the Color Television, Inc., process. Then, in discussion with Commissioner Frieda B. Hennock, he allowed that a purpose of buying control of these developments might be to shelve them.

The DuMont research chief stressed that he was making no charge that this was in the mind of any competitors—simply that it was a possibility.

Goldsmith refused to commit himself to any time schedule as Miss Hennock and Commissioner Robert F. Jones sought to get an estimate from him when DuMont's experiments with color might go beyond the laboratory stages. He said his company has been working on a direct-view tube since 1945, then under questioning by Jones admitted that for the most part the developmental work has been by a single engineer.

DuMont attorney, William Roberts, interrupted the questioning during this period to protest that some of the matters Goldsmith was quizzed on could not properly be discussed publicly in view of delicate patent problems. He said his company did not mind discussion of things already patented—but that a certain secrecy concerning other laboratory matters not yet patentable had to be maintained.

Goldsmith said Roberts was referring especially to matters now being worked out between DuMont and the Polaroid Company.

The committee on comparative demonstrations met last night to work out details regarding the comparative showing of CBS and RCA color and DuMont black and white. The tests are slated to begin Nov. 14.

Zenith Dampens Color Claims, Says No System Acceptable

Kansas City, Mo.—There is not in existence today a color TV system with which "both the public and the industry could live" and there is no answer to the question of when commercial color will be available, H. C. Bonfig, vice-president of Zenith, said here yesterday in an address before the Co-op Club of Kansas City.

Long a storm center in the manufacturing field, Zenith had been generally considered to be in the CBS color camp because it has cooperated with the web in building equipment for polychrome demonstrations.

The impression was forcibly dispelled by Bonfig yesterday when he revealed that Zenith "had suffered a net loss of $15,400" on the CBS order for 22 color sets at a contract price of $1,000 each. He added that these sets, which cost Zenith $1,700 each, "differed very little" from color receivers that the Zenith organization had built "in our laboratories years earlier."

Replying to Bonfig's speech, CBS prexy Frank Stanton said the web's color system "is ready now . . . and can be offered to the public within a few months" after FCC authorization.

"It is misleading to compare the cost of handmade models with those mass produced," Stanton said, estimating that a 10-inch color set would retail at $220. If the FCC okays the CBS system, he added, "manufacturers will find that the problems which they are now conjuring up will disappear in their eagerness to give the public this superior service."

Operations Of FCC Suspended By Fire

(Continued from Page 1)

sion's law department and other employes must seek temporary quarters as the result of yesterday's explosion and fire which threatens to keep them out of their offices for from six to eight months.

Fire broke out yesterday in a dynamo near the docket section and spread rapidly. When firemen trained water on the burning dynamo, several explosions followed and the building sprinkler system was thrown out of control.

Top Three Floors Hard Hit

The result is that the top three floors of the seven story building—almost entirely occupied by FCC offices—is a shambles. It was impossible to determine yesterday what the story is on the files, but it was assumed that original and duplicate copies of many documents might be completely destroyed. Nearly all original notarized copies of applications and other documents were probably damaged, if not destroyed, by the fire or water.

The entire law department was forced to vacate, and the Washington fire chief estimated yesterday afternoon that it might be as long as eight months before the offices can be reoccupied. These offices, flooded by tons of water, were jammed with files on pending cases—the crowding was so serious that the corridors were filled with filing cabinets dealing with active cases.

William Massing, head of the FCC license section, said last night the damage to Commission files might not be as extensive as had at first appeared. Some engineering records were doubtless lost, he said, but chances that there are duplicates elsewhere are good.

Massing Not Pessimistic

Massing's statement appeared to mean that actual loss of papers was comparatively small—although observers claim that a substantial quantity of paper flew out windows or floated around Commission corridors. The extent of the damage to the Commission files themselves—to what extent water damage will make papers illegible was still undetermined.

One probable result of yesterday's conflagration will probably be a strong move to require the microfilming of government documents.

Correction

Through a typographical error, a story in yesterday's RADIO DAILY gave the erroneous impression that the price of the Charles Michelson transcribed package, "Blackstone, Magic Detective," has been reduced. The facts are these: instead of the customary 50-50 cooperative split, all Blackstone washing machine dealers will henceforth be charged 1/3 of the costs. The factory will share with the wholesale distributors the remaining 2/3 of the costs.

COAST-TO-COAST

WISN Program Changes

Milwaukee, Wis.—New afternoon and evening programs added to WISN's schedule have re-arranged the line-up and brought important changes. "Ma Perkins" has been moved to 3:30 p.m. so that "Rosemary," new daytime serial, may be heard at 3:15 p.m. Starting Nov. 1st, "Escape," is now heard every Tuesday at 8:00 p.m. On November 5th, "Broadway Is My Beat," will return each Saturday at 8:30 p.m.

WSM Artists Go To Europe

Nashville, Tenn.—Headline acts of the WSM Grand Ole Opry, as well as NBC and WSM shows, are now going to Europe. A twenty-day tour of installations in England, France and Germany will be made by the shows beginning November 13th. The Opry group will be flown overseas and be quartered by the USAF for a number of gratis performances before military personnel and civilians employed by the U. S.

Fall Program Aired

Milwaukee, Wis.—With the first broadcast last week, WISN's program "Your Common Council" opened the fall season. The program is heard each Saturday at 5:30 p.m. Municipal problems of current interest will be discussed each week. The program is produced by the Radio Committee of the City of Milwaukee Common Council.

Air Dramas Mark Record

Philadelphia, Pa. — "Within Our Gates," the dramatic story of man's contribution to all mankind, presented each week by the Philadelphia Fellowship Commission on WFIL, has established new record in the city's radio career in reaching its 250th consecutive broadcast. The drama series heard each Sunday morning at 11:30 a.m., marked the record Sunday, October 30.

WDRC Interviews Politician

Hartford, Conn.—When Republican National Chairman Guy G. Gabrielson of N. J. came here for a major speech to GOP women, he was interviewed over WDRC on party conditions and prospects. Gabrielson said GOP prospects look "very good" in 1950 around the country. Jack Zaiman, political writer for the Hartford Courant, was the interviewer.

Hollace Shaw Visits WRNL

Richmond, Va. — Hollace Shaw, soprano songstress who is known as "the golden voice of Vivien" on "The Hour of Charm" will make her debut today as guest artist for the month on "The Sauer Show," musical variety program. The program is aired from 7:30 to 8:00 p.m., Tuesday through Friday, from the stage of WRNL Radio Center Theater.

No Germs

St. Louis, Mo.—WIL's Sunday afternoon "Dancing Party" show claims to be first audience-participation program in U. S. to broadcast from a germ-free origination point. Vern King, program director, arranged to have Glycol cereseal vaporizers scattered throughout Melbourne Hotel's Colonial Room to filter and purify the air.

Direct From Rome

Hartford, Conn.—A description of an audience with Pope Pius was broadcast direct from Rome over WDRC by U. S. Representative A. A. Ribicoff. Ribicoff's talk was by telephone, and it was recorded in the WDRC studios. During his six-week's tour of Europe, Ribicoff is calling in to WDRC from various capitals.

WRBL Adds Staff Members

Columbus, Ga.—George P. Murray and James W. Biggers, Jr., both Columbus men, have joined the sales staff of WRBL, CBS affiliate. Ed Johnson, WRBL sales manager, stated that the addition of Biggers and Murray to the staff was necessary to provide full coverage of the expanding Columbus metropolitan area.

Miller Prophesies Regarding Color TV

(Continued from Page 1)

color television will receive full development. In the meantime, he added, black and white TV is making great advances and rendering a satisfactory commercial service.

Discussing propaganda broadcasting, Judge Miller told reporters that America must spend "much more money" on radio propaganda to keep up with the Russians' propaganda in foreign lands. He said that Russia had almost 200 transmitters that "hopped all over the spectrum" and that Russians were effectively jamming Voice of America programs.

Stresses Propaganda Value

Elaborating, Miller declared that United States technicians are becoming increasingly alert to radio as propaganda medium and that they have developed a technique called "cuddling" which he defined as "getting a program on a frequency immediately adjacent to a frequency domestically used in Russia."

Judge Miller was the guest of honor at a small private dinner last night at which the heads of key Boston industries heard him discuss the advantages of radio advertising. Guests included bankers, heads of industries and members of the legal profession.

29 today!

29 years ago today.. November 2, 1920.. the world's first regularly-scheduled radio program was broadcast over KDKA.

Big things have happened since then.. to KDKA *and* to Pittsburgh. Even bigger things are on the way! Today, throughout the rich Pittsburgh market-area, you'll hear the riveter and see the steel skelerons of new plants and skyscrapers. Huge civic and industrial projects and great housing developments are rolling ahead. It s really a happy birthday for KDKA. And every sign points to *"many prosperous returns"* for advertisers who use KDKA's 50,000-watt voice to reach this vast and growing market!

PITTSBURGH
50,000 WATTS
NBC AFFILIATE
KDKA

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

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RADIO DAILY

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The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 23 NEW YORK, THURSDAY, NOVEMBER 3, 1949 TEN CENTS

PLANS COMPLETE FOR ELECTION COVER

FCC Fire Damage Appraised By Coy

Washington Bureau of RADIO DAILY

Washington—Fire damage to FCC files appears to be less severe than was at first believed, Chairman Wayne Coy said yesterday. Commission schedules are certain to be thrown out of whack somewhat, he allowed, but the overall realignment of work schedules will probably not be great.

Water damage to files is believed to be severe, but probably not as destructive as had been believed.

One top staff official said yesterday that while the law department will have to find temporary quarters for a period of several months, the worst result of the fire and blast Tuesday is that "we've got to put in a rush order for a lot of new red tape."

Explanation

Washington—While there was no agreement on an official explanation for the blast which leveled FCC offices and led to the firehose drenching of office equipment and files Tuesday, wags came up yesterday with one possible answer. It was suggested that Chairman Wayne Coy had called Senate Interstate Commerce Committee Chairman Edwin C. Johnson and told him the Commission had reached a decision on the clear channel issue.

When Johnson reached the Commission, according to the dreamed-up explanation, Coy told him the Commission was sending out notices to all clear channel stations that they could at once raise their power to 750 kilowatts. And Johnson raised the roof.

BMB's Subscriber-Data May Go To Non-Members

Future demand for BMB data by agencies and advertisers may convince broadcasters that the reports should be made available to non-subscribers, it was predicted by BMB's acting president, Dr. Kenneth H. Baker, in his progress report presented to an AMA luncheon yesterday.

"We have sharpened the measure-

(Continued on Page 2)

Radio License Fee To Continue In Canada

Montreal—Revenue Minister McCann, whose responsibilities include the CBC, indicated yesterday there is no foundation for reports that the

(Continued on Page 8)

While It's Hot

Cleveland — WNBK yesterday televised a spectacular downtown blaze while firemen were still struggling to bring it under control. A WNBK crew mounted a camera with a 28-inch telephoto lens atop the NBC building and picked up the action several blocks away, as flames gutted a manufacturing plant turning out lampshades.

CBS Gross Income Up; Net Decreases

The gross income of CBS for the first nine months of this year increased to $74,607,071 from the $70,904,806 of last year while net income decreased to $2,003,812 from last year's $3,010,446, it was announced yesterday at the close of the meeting of the web's board of directors.

A cash dividend of 35 cents per share was declared on the company's class A and class B stock, payable Dec. 2, 1949, to stockholders of record at the close of business, Nov. 18, 1949. Earnings per share in 1949 was $1.17 compared to $1.75 per share in 1948.

Networks And Outlets In Eastern Area Giving Full Coverage To Returns; Video To Offer See-And-Hear

Radio and television coverage plans for next Tuesday's elections are being made by the networks on a local level, since the outcome will be of state and regional importance primarily, rather than of national interest. In the case of the major networks, election arrangements will be han-

(Continued on Page 8)

Scientific Freedom Urged By Sarnoff

A plea to let the world's scientists pursue their quests into nature's mysteries "unshackled" by "false concepts of state or ideology" was voiced last night by Brig. Gen. David Sarnoff, RCA board chairman, as he accepted the Peter Cooper Medal for the Advancement of Science.

Speaking in New York at ceremonies marking the 90th anniver-

(Continued on Page 2)

NARBA Resolution Adopted In Boston

Boston—A resolution opposing any change in the station power limitations contained in the last NARBA agreement as being "inimicable to the interest of the U. S. broadcasters" was adopted at the 1st District

(Continued on Page 6)

Industry Is Applauded For Helping Chest Drive

William M. Ramsey, chairman of the national radio committee for the Community Chests of America, yesterday announced completion of the October campaign, and voiced

(Continued on Page 6)

Two Yankee Stations Leased To Baybutt

WAAB, 5,000 watt station in Worcester, Mass., and WMTW, 250 watt outlet in Portland, Maine, owned by the Yankee Network in those cities, have been leased to John A. Baybutt, of Boston, it has been announced by Linus Travers, executive vice-president and general manager of the Yankee Network. Purpose is to

(Continued on Page 2)

Richards To Address Coming NARND Meeting

The chairman of the committee sponsoring the third Annual Voice of Democracy contest, Robert K. Richards of NAB, will discuss the contest in a speech before the National Association of Radio News Directors in New York next week.

Mr. Richards will be one of sev-

(Continued on Page 2)

2nd District Broadcasters Meeting In New Jersey

By FRANK BURKE
Editor, RADIO DAILY

Asbury Park, N. J.—The highly competitive business of commercial broadcasting in many cities and towns of the New York and New Jersey areas has brought a turnout of 150 broadcasters to annual Second District NAB meeting which gets under way today at the Berkeley-Carteret Hotel.

Highlighting the two-day meeting will be a report on the status of BMB's Second Study and the Sales Session which will consume most of the time of today's session. The broadcasters of the 2nd District are greatly interested in both topics and have many questions to present to Kenneth Baker, acting president of BMB, and Maurice Mitchell, director of Broadcast Advertising Bureau. They want to know how the Second

(Continued on Page 8)

Quiz Kids Contest

"The Quiz Kids" will launch their fifth annual "Best Teacher" letter-writing contest on their NBC show Sunday, 3:30 p.m. Prizes include $2,000 in cash and a trip to Chicago for the "Best Teacher of 1950," and $2,000 for the "Most Promising Teacher." Students who write the prize-winning letters will be awarded United States security bonds.

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Phone: WIsconsin 3271

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Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(November 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/4	7 1/2	7 5/8	— 1/4
Admiral Corp.	27 3/4	27 1/2	27 3/4	+ 1/2
Am. Tel. & Tel.	145 1/8	144 7/8	145 1/8	+ 3/8
CBS A	24 1/8	24 1/8	24 1/8	+ 1/8
Philco	29 3/4	28 5/8	29 3/4	+ 1
RCA Common	12 3/8	12 1/8	12 1/4	.....
RCA 1st pfd.	72 5/8	72	72 5/8	+ 7/8
Stewart-Warner	12 1/2	12 1/2	12 1/2	— 1/8
Westinghouse	29	28 3/8	28 3/4	.....
Westinghouse pfd.	102 1/8	101 7/8	101 7/8	+ 1/8
Zenith Radio	28 3/8	28 1/4	28 3/8	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/4	14 1/4	14 1/4	— 1/8
Nat. Union Radio	2 3/4	2 5/8	2 3/4	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	13 1/2	14 3/4
U. S. Television	3/8	5/8
WCAO (Baltimore)	16	
WJR (Detroit)	7 1/4	8 1/4

Stork News

Ralph Austrian, television consultant, became a grand-father the past week-end when a son was born to his daughter, Gail and her husband, Harry Ingram, at Lenox Hills Hospital on Saturday, Oct. 29.

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A Service of
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One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
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Richards To Address Coming NARND Meeting

(Continued from Page 1)

eral outstanding speakers on the opening day of NARND's third annual convention November 11th. The convention at the Hotel Commodore continues through Sunday, Nov. 13.

The Voice of Democracy Contest is for high school students. It is sponsored by the NAB, National Junior Chamber of Commerce and Radio Manufacturers Association in cooperation with the United States Office of Education. The contest is now under way and continues through Saturday.

Exhibitors Invited

Leading tape and wire recording manufacturers have been invited to display their newest devices to the NARND convention. And a number have signified that representatives will be on hand.

The chairman of the NARND convention committee, Jack Shelly, news manager of radio station WHO, Des Moines, Iowa, points out that the convention is not restricted to NARND members. Anyone interested may attend.

BMB's Subscriber-Data May Go To Non-Members

(Continued from Page 1)

ment this year and will make available non-subscriber data to BMB members," Baker declared in describing the improvements incorporated in Study No. 2 over the original study of 1946. The stations' report is expected to be ready next month with the networks' data to follow later, date as yet unknown.

Baker pointed out that in the 1949 measurement, "we have only about 600 subscribers out of a potential of 1,800," while in the 1946 study, there were about 700 subscribers out of a potential of 900 subscribers. The present year's non-subscriber data will be available only to subscribers upon request. "Until the broadcasters are convinced that BMB data are in demand," Baker said, "the reports will not be available to non-subscribers." The cost of the non-subscriber data will be determined by the area affected.

WKBW Stages Party

Buffalo—Halloween was ushered into Buffalo in great style by WKBW with a radio Halloween celebration. The weekly broadcast of Junior Jamboree was transformed into a Halloween Party with 1,000 youngsters appearing in costume at the Colvin Theater in Buffalo. The regular line of prizes were given away during the broadcast after which movies were shown and a parade was featured with prizes going to the best costumes of the guests.

Highlight of the party was the giving of a cocker spaniel puppy by a drawing which was a complete surprise. Prizes ranged from bicycles to candy. Max Robinson was master of ceremonies at the party.

Two Yankee Stations Leased To Baybutt

(Continued from Page 1)

provide more individualized and thus improved operation for the stations.

As first steps in the expansion program, Ray Brown, formerly manager of WEAM, Washington, D. C., was recently placed in charge of WAAB, while Abbott Smith takes over managership of WMTW. RATEL representatives, Inc. will be the national spot representatives for both stations.

WAAB and WMTW continue as Yankee and Mutual affiliates and, in addition to their newly inaugurated local programs, will participate in the recent Yankee Network purchase of six hours weekly of M-G-M transcribed programs.

Scientific Freedom Vital, Says Sarnoff

(Continued from Page 1)

sary of Cooper Union, Sarnoff foresaw the day "when every part of the world will become a television vista. We shall look across the hemispheres from nation to nation and see as clearly as we are now accustomed to hear by radio." And he added: "Perhaps this added sense of neighborliness will help us better to understand each other."

COMING and GOING

JOHN H. NORTON, JR., vice-president of the American network in charge af the central division, in New York on a short business trip.

GERTRUDE GROVER, women's editor of WHCU, Columbia network outlet in Ithaca, N. Y., is expected in town today to attend the meeting of District 2, Association of Women Broadcasters. She will remain here over the week-end.

FORD BILLINGS, commercial manager of WWCO, Waterbury, Conn., and BOB CRAGER, program manager, are back at the station following business trips, the former to the NAB regional in Boston, the latter to the BMI meeting in New York.

WALTER WINCHELL left Tuesday for Florida. His American network broadcasts, starting this Sunday, will emanate from Miami.

KEN SPARNON, field representative of BMI, is off again for an NAB regional, this time to Asbury Park for the meeting now being held by District 1.

JOHNNY DEEGAN, disc-spinning emcee of the "Mid-day Revue" heard on KYW, Philadelphia, is in Pottstown, Pa., where tonight he will be the principal speaker at the Rotary Club's Ladies Night.

KEITH BYERLY, general sales manager for WBT and WBTV, Charlotte, N. C., will be in New York all next week for conferences with agency officials and with executives of CBS Radio Sales.

DON DUNPHY, American network broadcaster, tomorrow will be in Chicago to broadcast the Jones-Campbell boxing bout.

Jocko the Jockey



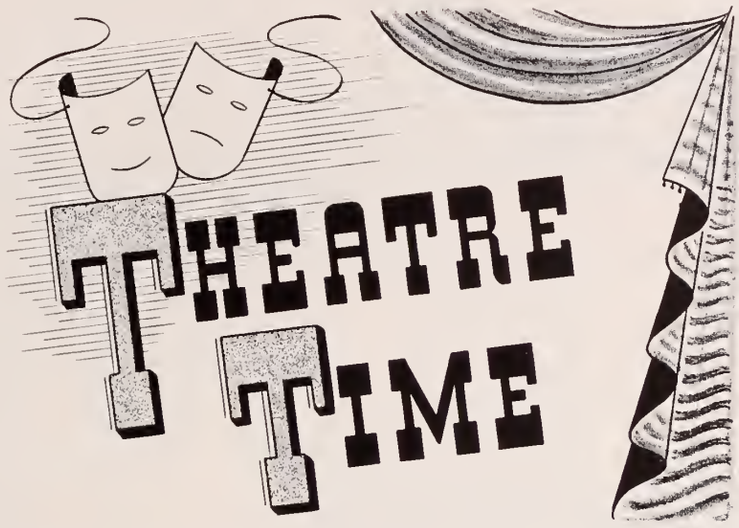
There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W-I-T-H, the big independent with the big audience.

Just a *little* bit of money goes a *long* way on W-I-T-H! That's because W-I-T-H delivers more *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that *of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H!*

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed



The FIRST Open-End "NAME" STAR DRAMATIC TV ½-HOUR SHOW—BUILT ESPECIALLY FOR TV!

Regional and national advertisers will find "THEATRE TIME" the perfect vehicle for use in selected markets. Now, for the first time, local advertisers may sponsor a big-time TV dramatic show at a cost within their budgets!

Available on 16mm Kinescope film (new improved Paramount process) at sensationally low cost through syndication—starting at $135.00 including 15% agency discount!

Time allowed for opening identification, two commercials, closing signature.

"THEATRE TIME" includes such stars as LUISE RAINER (twice Academy Award Winner) in "THE LOST CHILD," original story by Alfred Bester; CHESTER MORRIS (Boston Blackie on the screen) in "GARCY'S GIRL," original story by Carl Bixby; and other names.

Nationally known writers, direction by Carl Eastman. Series will include mystery, comedy, melodrama, suspense, etcetera.

ARRANGE FOR YOUR SCREENING NOW!—RESERVE THE MARKETS YOU WISH!

"THEATRE TIME" is a Melco Production, produced by Chick Vincent and Gerry Law

Distributed Exclusively By

KASPER-GORDON, Inc.

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DEvonshire 8-7357



ARE YOU DELIVERING WHERE IT COUNTS ON THE PACIFIC COAST?

WHEREVER YOUR IMPORTANT MARKETS ARE on the Pacific Coast, Don Lee can be depended upon to deliver the goods . . . because Don Lee, and only Don Lee, has a local network station in all of 45 important markets. Only Don Lee can sell your product to these 14 million people where they live and spend their 15½ billion dollars a year.

Pacific Coast radio is different because of the Coast's rugged terrain. Mountains (many over 14,000 feet high) surround nearly every important market and make long-range broadcasting difficult and unreliable. A great many local network stations are necessary to reach the people where they live and where they spend their money. This is Don Lee coverage!

Only Don Lee has enough stations (45) to broadcast your message *from within* the Coast's 45 important sales markets. No other Pacific Coast network has even half as many stations as Don Lee.

Advertisers who know the Pacific Coast know that long-range broadcasting is not reliable in many

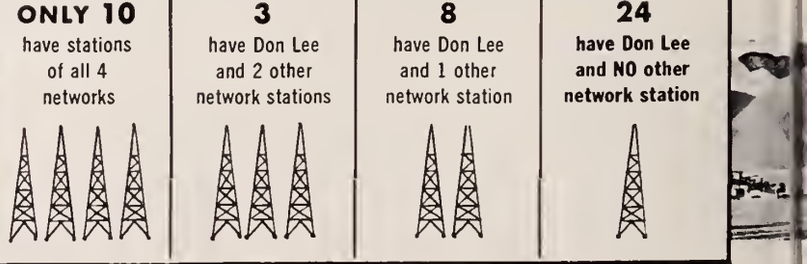
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1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





of the important markets. That's why Don Lee regularly broadcasts as many (often more) regionally-sponsored programs as the other three networks *combined.*

When you want to sell all of the important markets on the Pacific Coast, use the only network especially *designed* for the Pacific Coast: DON LEE.

Don Lee Stations on Parade: KXOA—SACRAMENTO, CALIFORNIA

Sacramento County alone has a population of 256,400. Its natural trading area (45 mile radius) has an estimated population of 500,000. Comprehensive surveys show that throughout this area, radio listening is confined almost entirely to Sacramento's local stations. KXOA's clear signal on 1,000 watts gives you positive assurance of merchandising coverage "from within" this important market, whose metropolitan county area ranks 9th highest in retail sales on the Pacific Coast—67th in the nation. When you buy Don Lee, you dominate the whole Pacific Coast through local coverage from within 45 important markets—where the people live, where they spend their money.

The Nation's Greatest Regional Network



NARBA Resolution Adopted In Boston

(Continued from Page 1)

NAB meeting which concluded here on Tuesday.

The conferees also adopted resolutions of commendation for the following: NAB President Justin Miller, for his continued efforts to secure the rights of free speech for all broadcasters; Maurice Mitchell, for his work with BAB; Carl Haverlin, president of BMI; Kenneth Baker, acting president of BMB, and Harold Fellows, general manager of WEEI, Boston, for his contributions toward making the district meeting just concluded "one of the most outstanding and successful ever held."

Text Of Resolution

The text of the resolution on NARBA follows:

"Whereas the NARBA conference is now meeting in Montreal for the purpose of perpetuating a new treaty to replace the one recently expired, and whereas several proposals have been made formally and informally, the effect of which would be to change the power limitations now applicable to the several classes of stations as defined by the former treaty, and whereas the adoption of the proposed changes would be inimicable to the interest of the United States broadcasters, now therefore, be it resolved that the Government of the United States, through its official delegation to the conference, reject any proposals which result in changing the power limitations of the several classes of broadcasting stations, and be it further resolved that copies of this resolution be transmitted to the President of the United States, the Secretary of State, the Chairman of the FCC, and to the members of the Senate and House Foreign Relations Committee, and be it further resolved that the NAB take positive action to insure the continued operations of those regulations respecting existing facilities as well as to insure the future requirements of the broadcasters of the United States."

Members of the resolutions committee were Carlton D. Brown, WTVL, Waterville, Maine, chairman, C. Glover Delaney, WTHT, Hartford, Conn., and Gerald Harrison, WMAS, Springfield, Mass.

Joins WHLI Staff

Walter S. Bates has joined the sales department of WHLI and WHLI-FM, Hempstead, Long Island, as an account executive. He was formerly sales manager for the R. H. Donnelley Corp. of Brooklyn.

AC - DC Tronscription Ployers
Tope, Wire, Disc Recorders
Soles–Rentols–Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● **Al Morgan is moving to New York and will fly back here weekly to originate his DuMont TV show from Helsing's Vodvil Lounge. Al turned down a St. Louis hotel booking at $750 a week because he said it's "peanuts." . . . He's already received $10,000 in record royalties for his "Jealous Heart." . . . Larry Kurtze's TV Service firm has moved from the Mather Tower to the 20th floor at 630 N. Michigan Ave. His early morning TV show on WBKB starring Linn Burton may soon expand to an across-the-board deal. . . . Jules Herbeveaux, Bill Ray and Jack Ryan, NBC threesome, recently let their hair down when discussing "Inside Television" before the Chicago Chapter of Sigma Delta Chi. They castigated those agencies and advertisers who are bewitched by the so-called glamor of Broadway and Hollywood and move their shows to the coast when it could be done better—and cheaper—right here. Bravo!**

Chicago

☆ ☆ ☆ ☆

● ● ● Merritt R. Schoenfield of Schoenfield, Huber & Green is back from his New York jaunt where he discussed promotion plans with Prentice-Hall regarding Frank Leahy's book on football titled "Notre Dame Football." The "Leahy of Notre Dame" show is having its biggest year to date—and if Michigan State doesn't upset Notre Dame Saturday it looks like "The Fighting Irish" can say the same. . . . Gene Dyer, owner of W-A-I-T, has hired Babe Didrickson Zaharias as golf pro at his Sky Crest Country Club. First time a woman golfer has been given that post at a major golf club. The Babe will fly all over the country representing the WAIT owner's club at major golf tournaments. . . . Donald McGibeney, one of Chicago's ace newscasters, has resigned from W-A-I-T to finish work on his novel and to free-lance. Several TV stations are dickering for Don's services.

☆ ☆ ☆ ☆

● ● ● **Si Stern, free-lance publicity man, has nabbed the Harmonicats as his latest account. The Murad-men have just finished their first Mercury cutting. It's "Gallop of the Comedians" and "At Dawn." All their old Universal masters will be released by London. All their new stuff will come out on Mercury. . . . You can now buy a used car on television—that is, you can bid for it. That's the "gimmick" cooked up by the local W. B. Doner agency for their Ruby Chevrolet account. Their show is televised on WGN-TV. Ruby's transcribed spots so successful they're continuing them indefinitely. . . . Chicagoland FM stations will probably elect a new president when they meet here next week. Ralph Wood, present prexy, who was also formerly president of WMOR, may resign. . . . Lowell Jackson and "Stu" Dawson aren't talking but Michigan Boulevard gossip says they have a hot network show which is on the verge of being signed by a major sponsor. Meanwhile, the "son" duo are making their temporary offices on the 9th floor of the London Life & Guaranty Building.**

☆ ☆ ☆ ☆

● ● ● If WJJD's Ernie Simon does a TV network show it will go on CBS. That's what his WBKB contract stipulates. Ernie is one of the hardest working comics in town—and definitely the highest paid. . . . Erv Victor, WGN's new all-night disc jockey is doing a bang-up job on the Tribune station. He's received mail from every state of the union—and from Panama! Erv is also transcribing "spots" for Harold Kaye's "Mail Order Network" for use on some 30-odd stations throughout the country.

Industry Applauded For Aiding Campaign

(Continued from Page 1)

his thanks to all branches of the industry for their "outstanding support."

The 1949 Radio Committee includes the following members: Joseph Allen, Bristol Myers; Robert Ballin, Foote, Cone & Belding (Hollywood); Robert W. Buckley, Benton & Bowles; Walter Bunker, Young & Rubicam (Hollywood); Ted Cott, Radio Station WNEW; Ben R. Donaldson, Ford Motor Co.; Sterling W. Fisher, National Broadcasting Company; A. E. Foster, Lever Brothers; Anthony V. B. Geoghegan, Young & Rubicam; Cornwell Jackson, J. Walter Thompson (Hollywood); John J. Louis, Needham, Louis & Brorby (Hollywood); Gerald Maulsby, CBS.

Also Harold McClinton, N. W. Ayer & Son; Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn; Tom Revere, Biow Company; Wilfred Roberts, Pedlar & Ryan, M. J. Roche, Lever Brothers; Adrian Samish, Dancer-Fitzgerald-Sample; Robert Saudek, ABC; A. S. Schechter, MBS; Edward G. Smith, General Mills; Donovan Stetler, Standard Brands; Wayne Tiss, Batten, Barton, Durstine & Osborn (Hollywood); Lewis Titterton, Compton; J. J. Van Nostrand, Sullivan, Stauffer, Colwell & Bayles (Hollywood); Lewis Allen Weiss, Don Lee Network; Marvin Young, Ruthrauff & Ryan (Hollywood).

WRC Covers Crash

Washington—WRC, the NBC outlet here, broadcast what the web claims to have been a "first" on the bulletin news establishing the identity of the EAL airliner and the Bolivian P-38 that collided at National Airport, Nov. 1, 11:58 a.m., six minutes after the crash, "several minutes before the wire services had full information on the story."



WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

TELEVISION DAILY

Section of RADIO DAILY, Thursday, November 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR-TEST DIFFICULTIES CITED

TELE TOPICS

COMPETITION, we are told almost daily, is the magical substance that turns the wheels of industry. In TV, everyone has espoused the principle of a nationwide, competitive allocation plan. Competition between agencies, networks, stations, performers is as keen in tele as it is in any other business in the country. With these thoughts in mind, we turned the dial at random Tuesday nite to see what was being offered in way of competition to Milton Berle, who presides over the highest rated show on the air. What we found may explain, in part, why Berle's Hooper remains in the stratosphere (73.7 on the last report) while the next rated show (Arthur Godfrey, 39.8) is so far below. It seems that there is absolutely nothing on the air in New York between 8 and 9 on Tuesdays that stands a chance of attracting a sizeable segment of the audience. Our random tuning uncovered an old cowboy film on WPIX; a film on European DP's on WATV; boxing from Westchester on WOR-TV; film of a week-old football game on WJZ-TV; pickup from the six-day bike race on WCBS-TV, and "Court of Current Issues" on WABD. Latter is perhaps the finest discussion show on the air, but its appeal is limited. It's been said many times that Berle's antics are begininng to wear. This may or may not be true, but the best way to find out is to put on a good show at the same time. Only hitch is that no one seems willing to stand up and swap punches.

●

"CITY AT MIDNIGHT," dramatic show aired as a remote from the streets of Manhattan, which drew raves following its debut last week, went into a nosedive in its second installment. Except for a few lighting bugs, production this week was much smoother than the preem, but the script, about a bop musician working in a 52nd street club, was banal and boring, while the acting, especially by the lead players, was amateurish. We still think the idea behind the show is sound, but the producers will need more than pictures of wet streets to turn it into entertainment. . . . Bond Stores have taken a new tack in men's clothing advertising. Their new spots plug the advantages of the chain, rather than show individual models, with great effect. Cayton is the agency.

●

ELGIN-AMERICAN is shelling out a cool $150,000 for time, talent and merchandising on its special hour and a half Thanksgiving Day show. . . . Jack LaRue will be regular narrator on "Lights Out," which returns to NBC Monday, 9 p.m., with Admiral picking up the tab. . . . Recommended reading: the report on commercials in the new issue of Ross Reports. It's the most complete job yet done on the subject.

RCA Points To Different Studio Requirements Of Various Systems; RMA Asks 3 Extra Days; DuM. Wants Comparison By All In February

Washington Bureau of RADIO DAILY

Washington—Possibility of a delay in the comparative demonstrations of rival TV systems slated for Nov. 14 was seen here yesterday as two of the three participants pointed to serious problems. The third, CBS, was expected to insist upon going through with the showings.

While DuMont asked outright for cancellation, RCA threw a block in the path of the demonstrations as it notified the Commission that because of technical difficulties, "we could not be ready by the week of Nov. 14 if other parties also work in the same studio room. We propose that each party operate separately."

Planning for the comparative testing has been with the idea that the same scenes would be aired by CBS, RCA and DuMont, presumably from the same studio. Dr. George H. Brown, for RCA, maintained however that different lighting methods are required for the different systems and said other technical considerations would also make it impossible to put on the entire three-way demonstration from the NBC studios at Wardman Park Hotel.

Dr. Brown said "we do not believe that this imposes handicaps on the comparative tests . . . much of the suggested program material, such as test patterns, slides, film, maps, pictures, fabrics and commercial products may be duplicated. Thus identical objects may be used before the cameras and also made available at the receiver location for comparison with the pictures produced on the various receivers.

"Other of the suggested program material, such as wrestling and groups of people, can be transmitted in sequence by the parties participating in the demonstration, or the content of these programs can be specified and each party can broadcast simultaneously its own version of the program item."

At no time in its letter did RCA ask for delay in the comparative demonstrations. DuMont, however, asked for the abandonment of the Nov. 14 demonstrations, with the full-scale comparison of the three color systems and DuMont black and white slated for Feb. 6 to stand as the only scheduled comparative showing.

DuMont referred also to the fact that CTI cannot participate in demonstrations this month, and concluded that intelligent comparison of the various systems will not be possible on the basis of demonstrations this month.

RMA yesterday asked for a delay of at least three days, because of its own committee meetings at the mid-year conference of RMA in New York Nov. 14-16.

DuMont said that "what is left would be a scattered and inadequate demonstration of the optimum merits of the Columbia and DuMont systems, and an expensive and unconvincing repitition of the comparative demonstrations upon which the Commission acted more than two years ago."

Best bet, said DuMont, would be to hold off until all parties can participate in February, when it will be possible "to program adequate tests, fair to each of the proponents, and fully related to existing black and white television without limitation of equipment or reasonable cause for complaint by any of the parties as to the fullness of the opportunity for hearings."

Profit Motive Not Paramount Among TV Mfrs.—Goldsmith

Washington Bureau of RADIO DAILY

Washington — Commissioner Robert F. Jones of the FCC hurled the charge yesterday that the interest of radio manufacturers in the development of color video "is in inverse ratio to their profits from black and white."

DuMont's research director, Dr. T. T. Goldsmith, promptly took issue with him, declaring that industry research in color has been expanding during the same period when black and white has been beginning to pay. As Dr. Allan B. DuMont awaited his turn to appear, Goldsmith was kept busy all day turning aside barbed questions from the Commissioners. He stuck to his pitch for immediate lifting of the freeze on TV, with a later decision on standards for color, although he said that were he on the FCC he would like to lift the freeze and set color standards at the same time, if it could be done.

But color "is not ready at this time" he said "and the public is clamoring for more television service."

ABC To Syndicate 'Crusade In Europe'

"Crusade In Europe," 26-week film series based on the book by Gen. Dwight Eisenhower, will be syndicated by ABC to affiliates for local sponsorship beginning the second week in January. Series recently completed a cycle on the web under sponsorship of Time, Inc.

Programs Re-Edited

Programs have been re-edited to provide for insertion of local commercials, Murray Grabhorn, ABC veepee said. Main reason for the local release, he added, is the increased audience since the series began on the web on May 5. Many new stations have gone on the air since then and rate of receiver sales has increased sharply, he added.

Series was produced by the March of Time through arrangements with 20th Century-Fox, from which ABC obtained exclusive video rights.

Commissioners Attend WAAM Anniversary Show

Baltimore — FCC Commissioners George Sterling, Edward Webster and Frieda Hennock and general counsel Benedict Cottone were guests of WAAM Tuesday as the station celebrated its first anniversary. Mayor Thomas D'Alesandro, of Baltimore, also was present.

History of the station and excerpts of several locally produced shows were included in a special program, "WAAM Birthday Party," produced and directed by Anthony Farrar.

CBS Names Wood, Fates To New Program Posts

CBS producer Barry Wood has been named production supervisor of the web's musical shows, effective immediately, it was announced yesterday. He will coordinate musical programming and will be responsible for budget and production administration of all music shows.

At the same time, the web announced the promotion of producer Gil Fates to the new post of supervising producer of daytime programs.

WNBK Sells Wrestling

Cleveland—Duquesne Brewing Co. has signed with WNBK for sponsorship of weekly wrestling pickups from Cleveland Arena for 22 weeks. Monday night matches will be described by Bob Shelley.

Election-Cover Plans Include AM And Tele

(Continued from Page 1)

dled by the respective New York flagship stations, with top web news commentators and analysts augmenting the work of the local news staffs in covering and interpreting the balloting.

Analysts Listed

WCBS has assigned Don Hollenbeck, Ned Calmer, Douglas Edwards, Bill Leonard, Larry Leseur, and Jack Walters to Election Night chores, with Margaret Arlen covering the event from the women's viewpoint. WCBS-TV plans pickups from the CBS newsroom in New York, and also from the headquarters of the major candidates. Movies will also be made at those locations to be shown later in the evening. WCBS will air its first election broadcast at 6:15 p.m., and will remain on the air broadcasting returns until the contests for Mayor of New York and U. S. Senator from New York State have been decided.

NBC has assigned Kenneth Banghart to handle a running election commentary on WNBC, and John Cameron Swayze to do the same on WNBT. In addition, reporters will be stationed at strategic points in the New York metropolitan area for direct cut-ins on "Metropolitan News Roundup," which will serve as a clearinghouse for election news and returns.

Special TV Newsroom

NBC's Studio 3-H in Radio City will be converted into a special television newsroom. Starting at 8:30 p.m., all WNBT station breaks will originate there, together with 30-second reports on late balloting. A special half-hour program of last-minute returns and filmed interviews with the winning candidates is scheduled for midnight. WNBT will also send a crew and two cameras to WNYC, to make use of the city-owned station's special election coverage facilities.

ABC, as previously announced, will center both radio and television coverage of the election in its big new TV-1 studio in its Television Center. ABC commentators and pundits who will be seen and heard on WJZ and WJZ-TV Tuesday night include Walter Kiernan, Ted Malone, George Sokolsky, Pauline Frederick, Taylor Grant, Gordon Fraser, Don Gardiner, John Edwards, and Julian Anthony. The usual remote pickups from the various campaign headquarters are also planned.

WOR Assigns Reporters

WOR will plant reporters at the seven campaign headquarters and also in the Times Square area for color fill-ins and interviews with candidates. Lyle Van, Fred Vandeventer, Henry Gladstone, and Prescott Robinson will broadcast the returns from the WOR newsroom starting at 8 p.m. and continuing until final returns are in. Harvey Call, New York Sun political reporter, will analyze voting trends for the station's listeners.

WNYC to Feed Indies

Election coverage by New York's independent stations will be strengthened by use of the special facilities of WNYC, New York's city-owned station. Unable to get FCC permission to remain on the air beyond its usual 10 p.m. signoff time Tuesday night, WNYC has offered the other local stations use of its lines to Police Headquarters and other key locations. WNEW has accepted the WNYC offer, and other New York stations may follow suit. WNEW's own coverage will be bolstered further by the city staff of the New York Daily News, which compiles the station's regular half-hourly newscasts. To speed the airing of election bulletins, WNEW will put lines and microphones into the News Building to replace the teletype circuit normally linking the newspaper and the station. In the WNEW studios Quentin Reynolds and J. Murray Davis, political reporter for the New York World-Telegram, will wrap up the returns with a running commentary. Another Daily News political expert, Lowell Limpus, will contribute to the election coverage of the paper's video station, WPIX.

Times City Room On Air

The New York Times' station, WQXR, will broadcast election news and returns directly from the Times' city room. William R. Conklin, of the Times staff, will handle the commentary. WQXR's hourly newscasts from the Times probably will be lengthened to insure fullest election coverage. WABD, key DuMont video station, plans pickups from campaign headquarters at intervals during the evening of Nov. 3, but beyond that has made no extensive coverage plans.

NAB Registration

The advance registration for the Second District NAB meeting which opens at the Hotel Berkely-Carteret, Asbury Park, N. J., today follows:

Alden, Jerry . . . . . WSNJ—Bridgeton, N. J.
Alford, W. R. Jr. . . WSYR—Syracuse, N. Y.
Alger, Paul . . . . . WSNJ—Bridgeton, N. J.
Arens, J. E. . . WFAS—White Plains, N. Y.
Ball, Don . . . . . WCBS—New York, N. Y.
Bell, Robert . WCTC—New Brunswick, N. J.
Bengtson, C. A. . WINR—Binghamton, N. Y.
Brinkley, F. H. . . . WENE—Endicott, N. Y.
Brown, T. L. . . . . WGVA—Geneva, N. Y.
Burns, L. P. . WDHN—New Brunswick, N. J.
Cassill, Harold W
WEOK—Poughkeepsie, N. Y.
Churchill, Dr. C. H. . WKBW—Buffalo, N. Y.
Clother, Howard . . . WEBR—Buffalo, N. Y.
Cottrell, I. E. . . . . WLNA—Peekskill, N. Y.
Doerr, W. Jr., ... WEBR—Buffalo, N. Y.
Gaines, James M. . . NBC—New York, N. Y.
Gervan, R. B. . . . RRN—Ithaca, New York
Goldman, Harry L. . WROW—Albany, N. Y.
Goldman, Simon . WITN—Jamestown, N. Y.
Goodman, Harry B. . WNJR—Newark, N. J.
Hanna, M. R. . . . . WHCU—Ithaca, N. Y.
Hanna, R. B. . . . WGY—Schenectady, N. Y.
Hoffman, K. B. . . . . WGR—Buffalo, N. Y.
Keesee, F. L. . . . . WMBO—Auburn, N. Y.
Kennedy, J. W., Jr.
WHAM—Rochester, N. Y.
Kelly, E. R. . . WWNY—Watertown, N. Y.
King, Cy . . . . . WEBR—Buffalo, N. Y.
Martin, Paul . . . . . WKBW—Buffalo, N. Y.
McFadden, T. B. . . WNBC—New York, N. Y.
McHugh, Thomas . . WMSA—Massena, N. Y.
Miller, Don . . . . . WCBS—New York, N. Y.
Moore, W. L. . . WBNX—New York, N. Y.
Rintoul, S. R. . . . . WXKW—Albany, N. Y.
Riple, W. A. . . . . WTRY—Troy, N. Y.
Rosenhaus, I. R. . . . WAAT—Newark, N. J.
Rowan, B. J. . . . WGY—Schenectady, N. Y.
Ryder, S. W. . . . . WENE—Endicott, N. Y.
Seitz, F. A. . . WFAS—White Plains, N. Y.
Silver, R. S., Jr. . . WLNA—Peekskill, N. Y.
Snyder, C. R., Jr. . . WELM—Elmira, N. Y.
Stewart, E. . . . . WIBX—Utica, N. Y.
Swift, G. R. . . . . WCBS—New York, N. Y.
Wiig, G. O. . . . . WHEC—Rochester, N. Y.
Wilde, R. B. . . . . WABY—Albany, N. Y.
Woodland, C. . . . . WCSS—Amsterdam, N. Y.
Valerius, W. A. . . . . WELM—Elmira, N. Y.
Amor, Addison . . . RCA—New York, N. Y.
Batson, Charles. . . BAB—New York, N. Y.
Cervone, L. . . Gates Radio—Quincy, Illinois
Hardy, R. W. . . NAB—Washington, D. C.
Harrison, A. F. . . . U.P.—New York, N. Y.
Hart, Lee (Miss) . . BAB—New York, N. Y.
Heberer, Miles
N. Y. State Radio Bureau—Albany, N. Y.
Kaye, S. M. . . . . BMI—New York, N. Y.
Markham, G. E. . . NAB—Washington, D. C.
McGredy, R. . . . . BAB—New York, N. Y.
Mitchell, M. B. . . . BAB—New York, N. Y.
Miller, Judge J. . . NAB—Washington, D. C.
Morrison, R. . . . . WBS—New York, N. Y.
Sparnon, K. . . . . BMI—New York, N. Y.
Tower, C. H. . . . . NAB—Washington, D. C.
Williams, D. R. . . SRTS—New York, N. Y.

Radio License Fee To Continue In Canada

(Continued from Page 1)

$2.50 radio license fee would be abolished next year.

Mr. McCann was replying in the Canadian House of Commons to a question asked by John Dienfabaker (PC—Lake Centre). He wanted to know if there was any basis for the statement made by a private Liberal member that the fee would be eliminated.

"I have no knowledge of it," Mr. McCann said. "People who make statements of that kind do so on their own responsibility."

Scholarships Awarded By WHOM's '5 Kw. Club'

Three Columbia students from the New York area will receive financial aid from a scholarship fund endowed by members of the 5 KW Club, made up of members of the staff of WHOM, New York, the university disclosed yesterday.

The club was organized as a social group during the summer of 1948, when WHOM's power was upped to 5 KW. The scholarship fund of $1,000 represents the proceeds of a benefit performance staged earlier in the year by WHOM talent at the Brooklyn Academy of Music. Members of the 5 KW Club hope to make the scholarship awards an annual event.

Coast Show Expands

San Francisco—"Palace Personalities," half-hour weekly variety show aired from the Palace Hotel here over KFRC since May, will also be carried by KHJ, Los Angeles, starting Saturday, Nov. 5. The show is sponsored by I. Magnin's, is packaged and produced by Pavia Agency.

BMB High On Agenda At NAB 2nd Dist. Meet

(Continued from Page 1)

BMB audience measurement will aid them in radio sales and how they may improve their radio sales techniques through the medium of BAB.

Hanna to Report

Michael Hanna, general manager of WHCU, Ithaca, and director of the 1st District will open today's meeting with a report on district activities. He will then turn the meeting over to the BMB discussion and sales session. Charles Phillips, WFBL, 2nd District Sales manager chairman, will preside at the sales session which will feature the presentation by Mitchell of BAB.

Later today Carl Haverlin, president of Broadcast Music, Inc., will give a report on the industry music organization's status.

Hosts at Cocktail Party

At 5:30 p.m., the New Jersey Broadcasters Association will be hosts at a cocktail party at the Berkeley-Carteret. A special meeting on "Small Markets" has been called for 8 p.m., at which time broadcasters in the smaller communities will discuss their problems of operation.

Employee-employer relations will be the topic of the session tomorrow morning beginning at 10 a.m. Gunnar Wiig, WHEC, Rochester, 2nd District Employee-Employer Relations chairman, will preside at the meeting which will feature Charles H. Tower of NAB as discussion leader. Station operating labor costs, technical programming and selling are among the topics which will come up for discussion.

In the afternoon beginning at 1:30 p.m., the broadcasters will hear from Justin Miller, president of NAB. Judge Miller will speak on "NAB and You" and will discuss frankly some of the problems faced by the radio industry. Judge Miller's address will be followed by a forum discussion.

RWG Negotiators Given Power To Call Strike

The negotiating committee of the Radio Writers Guild, which has been attempting to reach agreement with ABC, NBC, and CBS on a contract covering staff news and continuity writers, has been authorized to take strike action if and when it deems such a step necessary.

Meeting Held Tuesday

The authorization was voted unanimously at a meeting in New York on Tuesday of the network writers involved. At the same time, the Guild's negotiating committee reaffirmed its intention of withholding any strike order while Commissioner J. R. Mandelbaum of the Federal Mediation Service continues his efforts to bring about a peaceful settlement of the issues being disputed. Foremost of these, according to a Guild spokesman, is job security.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 24 NEW YORK, FRIDAY, NOVEMBER 4, 1949 TEN CENTS

SMALL-MARKET SPOT BIZ SEEN GAINING

FCC Again Functions; Relay Hearing Nov. 28

Washington Bureau of RADIO DAILY

Washington—The FCC is "back in business," with hearing schedules again activated, but it still looks as if it will be many months before law department offices are reopened. It was annnounced yesterday that oral argument in the controversial Commission proposal to permit interconnection of TV relay systems, private and common carrier, will be held Nov. 28. The whole question of eventual relay by private wire will be explored in this proceeding, with TV leaders to be heard along with A.T.&T. and Western Union.

IBS Cites Campus Stations As Valuable Pro Training

The 1949 programming report of the Intercollegiate Broadcasting System, released this week, disclosed that the 73 campus stations which are members carry some 3,000 persons on their student staffs, "several hundred" of whom enter commercial radio each year.

The report, prepared by Prof. Howard C. Hansen, IBS program director and MacMurray College,

(Continued on Page 6)

WLIP Remains On Air As 12 Staffers Strike

Chicago — Twelve employees of WLIP, Kenosha, Wis., represented by two AFL unions, AFRA and the IBEW, went out on strike Wednesday afternoon after what the unions described as the unjustified firing of an announcer and an engineer.

WLIP, a 250-watt daytime—only

(Continued on Page 2)

International Santa

Writer-producer-director Carlton E. Morse, in cooperation with the Foster Parents' Plan for War Children, has launched a campaign for nation-wide support of an International Santa Claus project to provide clothes, toys and other Christmas cheer for children throughout the world on his weekday "I Love A Mystery" program over Mutual.

Electronic Stork

The following telegram was received by MBS, New York, from Al Godwin, general manager of KFPW, Fort Smith, Ark.: "New Ft. Smith outlet requests Mutual affiliation operate 24 hours a day on plenty of lung power. Soiled Conductivity, constant wet bottom assures good reception. Made debut Wednesday morning. Call letters KSEG, 'Kute' Susan Elizabeth Godwin. Had fullback and halfback. Now have cheer leader."

Eleven Stations Join 'Pennies' Campaign

Eleven stations across the country have joined the "Parade of Pennies" campaign, in cooperation with CARE and the American Foundation for Overseas Blind, for the collection of contributions to purchase food and supplies as Christmas packages for the ill-clothed, ill-fed and sightless children of other lands.

The ten stations which have joined

(Continued on Page 6)

KWHK's Minor Elected By Kansas AP Members

Lawrence, Kans. — Vern Minor, manager of KWHK, Hutchinson, was elected chairman of the Kansas Assn. of Associated Press Broadcasters at a meeting here marking the group's first anniversary.

R. M. Seaton, manager of KGGF, Coffeyville, was named vice-chair-

(Continued on Page 6)

Expect Orders In 1949 To Exceed '48, Says Goldman At NAB Regional; Hanna Heard; Miller Today

IT&T Chief Outlines Int'l TV Development

Those who have contributed to "the postwar industrial miracle" of television were hailed for their coverage and adventurous spirit by Gen. William H. Harrison, president of IT&T, guest speaker at yesterday's luncheon meeting of the Radio Executives Club of New York, held at the Hotel Roosevelt.

Harrison, whose topic was "International Communications," touched

(Continued on Page 7)

Top Programs Unchanged In Latest Nielsen List

National Nielsen-Ratings for the week ending Oct. 1, just reported, were at "generally higher" levels for leading evening programs than in the previous report. The "Top Six" maintained their positions un-

(Continued on Page 2)

Ad Council To Conduct Census Bureau Campaign

The Advertising Council will conduct an advertising campaign for the Bureau of the Census, U. S. Department of Commerce, prior to April, 1950, to pave the way for the Decen-

(Continued on Page 2)

By FRANK BURKE
Editor, RADIO DAILY

Asbury Park, N. J. — National spot business for the small market station is on the upgrade and the orders for this year will probably exceed the total business placed during the past year, broadcasters attending the small market meeting of the 2nd District, NAB, revealed

(Continued on Page 3)

WKAQ, San Juan, Sold By IT&T To Publisher

Sale of WKAQ, San Juan, Puerto Rico, to Angel Ramos for $325,000 was announced yesterday by IT&T. The station has been operated since 1922 by the Radio Corp. of Puerto Rico, an IT&T subsidiary.

Ramos is a prominent Puerto Rican businessman, and publisher of "El Mundo," the island's largest

(Continued on Page 2)

Facsimile Transmissions Resume Today At WFIL

Philadelphia—WFIL will resume facsimile operations today with the transmission of a special fax edition of the Temple University News from 2:30 to 3 p.m. Similar transmissions will be made each Wednes-

(Continued on Page 2)

Web Program Switches Show Slight Change In Ratings

Of the four programs which switched from NBC to CBS during the past year and made both the "First Fifteen" evening Hooperatings of Oct. 31, 1949 and of Oct. 30, 1948, three improved in their positions but two dropped slightly in their ratings.

Jack Benny moved from fourth to second place, but dropped from 21.9 to 21.0 in program rating. Similarly, in the 1948 Hooper report, the "Charlie McCarthy" show had a rating of 14.7 compared to 13.6 in the Oct. 30, 1949, report. The program, however, dropped from 14th place in 1948 to the 15th spot in 1949.

"Amos 'n' Andy" and Horace Heidt, which held 39th and 37th positions, respectively, last year improved this year to the 12th and 14th spots, in the same order. Nevertheless, the ratings improved compar-

(Continued on Page 6)

Thanks From Abroad

Washington—The German Society for Education has cabled its thanks, on behalf of Germany's school children and teachers, to the American public for contributions which went to buy radio sets for schoolrooms in Western Germany. The funds were raised through spot announcements on U. S. stations, arranged by the NAB.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Dallas, Texas
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FINANCIAL

(*November 3*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7⅝	7⅜	7⅝	.....
Admiral Corp.	28	27⅝	27¾	.....
Am. Tel. & Tel.	145⅛	145	145	— ⅛
CBS A	24¼	23⅝	24	— ⅛
CBS B	24¼	24	24	.....
Philco	29¾	24⅜	29⅝	— ⅛
Philco pfd.	80½	80½	80½	— 1
RCA Common	12⅜	12⅛	12¼	.....
RCA 1st pfd.	73	72	73	+ ⅜
Westinghouse	28⅞	28	28½	— ¼
Westinghouse pfd.	100⅜	100	100⅜	— ⅛
Zenith Radio	28½	28½	28½	+ ⅛
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	14½	14½	14½	+ ¼
Nat. Union Radio	2¾	2⅝	2¾	.....
OVER THE COUNTER				
			Bid	Asked
DuMont Lab.			20½	21¼
Stromberg-Carlson			13¾	15

Top Programs Unchanged In Latest Nielsen List

(Continued from Page 1)

changed—Lux, Godfrey, Mr. Keen, Irma, FBI, and Suspense.

The following programs shifted position markedly: Fibber McGee & Molly, from 12th place to 7th place; Bob Hope, from 19th to 12th; Mr. D. A., from 24th to 13th; Mr. Chameleon, from 25th to 14th; Mr. and Mrs. North, from 11th to 15th; The Fat Man, from 13th to 18th.

Stork News

Norman Ober, promotion writer for WCBS, is the father of a girl born Wednesday to Mrs. Ober at the New York Women's Infirmary. Newcomer, weighing six pounds, eight ounces, will be named Doris Wendy.

For Posterity

Hempstead, N. Y.—Copies of two newscasts on WHLI describing the dedication of a new seven-million-dollar public building have been sealed for posterity in the building's cornerstone. The newscasts were written by Jerome J. Karpf, Jr., WHLI news director. The building is a sewage disposal plant.

WKAQ, San Juan, Sold By IT&T To Publisher

(Continued from Page 1)

newspaper. The deal covers WKAQ's three-story studio building in San Juan, a 5-kw transmitter and an antenna tower. The transmitter and tower are located at Sabana Llana, seven miles east of San. Juan. The property occupied by the latter equipment will be leased to the new owner as part of the contract.

The studio building houses two main studios, four smaller studios, and a theater seating 150. According to IT&T, WKAQ is "the fifth oldest station in the world and the second oldest in Latin America." Although out of the broadcasting field, the Radio Corp. of Puerto Rico will continue to operate its worldwide radiotelephone network and direct radiotelephone service between Puerto Rico and her Caribbean neighbors, IT&T said.

WLIP Remains On Air As 12 Staffers Strike

(Continued from Page 1)

independent, has continued to operate with a skeleton staff of seven. According to WLIP's owner and general manager, William L. Lipman, an NLRB hearing was to have been held in Kenosha on Nov. 10, at which time the certification of AFRA and IBEW as bargaining agents for WLIP employes was to have been discussed. The contingent on strike is composed of three engineers and nine free-lance "performers" and staff men.

WFDR Planning Analysis Of Pre-Election Status

WFDR, New York, FM station owned by the ILGWU, will air a statewide analysis of the New York political outlook on Sunday, 6:30-7 p.m.

The program was produced by WFDR's special events department in cooperation with the news editors of seven New York stations in localities regarded as "crucial" politically. Each cooperating station contributed a taped or recorded segment. These were consolidated by WFDR, and each of the seven stations was sent a copy of the completed program for broadcast. The stations are WJTN, Jamestown; WGR, Buffalo; WIBX, Utica; WHCU, Ithaca; WSYR, Syracuse; WPTR, Albany; WHLI, Hempstead, L. I.

Ad Council To Conduct Census Bureau Campaign

(Continued from Page 1)

nial Census, described as the "most comprehensive and important population, housing and agricultural survey ever conducted in the United States."

Robert R. Mathews, vice-president of the American Express Company, has been named volunteer coordinator for the campaign. Benton & Bowles, Inc. will serve as the volunteer advertising agency.

"The purpose of this public service campaign, as I see it now," Mr. Mathews stated, "will be to explain to the public the significance and objectives of the census and to encourage every citizen to answer the required questions willingly and accurately."

Henry C. Wehde, Jr., is the Council's campaign executive on this public service project. Representatives of the Bureau of the Census working with the Council on the campaign are: Frank R. Wilson, information assistant to the director; and Earl A. Nash, information specialist.

Facsimile Transmissions Resume Today At WFIL

(Continued from Page 1)

day and Friday of the current school year.

The Phila. Inquirer stations, of which WFIL is the parent, transferred their facsimile equipment to Temple University last May 4. However, WFIL supervises the fax operations and lends personnel to the University for training and advisory purposes.

WLIB Sets Negro Show 3 Hrs., Across The Board

WLIB has completed its first step in plans calling for block programming aimed at New York's 1,000,000 Negro listeners with the signing of Hal Jackson, a Negro disc jockey from Washington and Baltimore for three hours of music, sports and human interest stories, Mondays through Sundays, 7-10 a.m.

The show, titled "The House That Jack Built," previously was aired by four stations: WNIX and WOOK, both in Washington, and WEAM, Arlington, Virginia, and WSID, Baltimore. WLIB will start broadcasting the program on Nov. 6.

Gilbert Named Director

Richard Gilbert, recording director of Columbia Records' Masterworks Department, has been named director of the department, effective Nov. 1. Gilbert was recording director of RCA-Victor Red Seal Records before joining Columbia in October, 1948.

Wedding Bells

George Bell, announcer for WHLI, Hempstead, Long Island, was married to Edith Podel last Sunday.



"Hey, is this all?"

Mommy, the leopard, is complaining, and woe be unto anyone who gets near enough to listen to her! She isn't fussy about her food as long as she gets more!

The radio advertiser also wants more. He wants more results at lower cost. And in Baltimore, that's where W-I-T-H comes in. W-I-T-H delivers more *home* listeners - per - dollar than any other station in town. But that's not all! A recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

So if you want low-cost results in Baltimore, just call in your Headley-Reed man and get the whole W-I-T-H story. And do it today!

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

AGENCIES

LAVERNE WALTMAN, news director of WLPO, LaSalle, Ill., is the new chairman of the Illinois Association of Associated Press Broadcasters. He was elected at the Association's second annual meeting held in Allerton Park, and succeeds Harold Safford of WLS, Chicago, who has been acting chairman. The two new vice-chairmen of the AP group are Charles Harrison of WHBF, Rock Island, Ill., and Robert La Mere, WLBH, Mattoon, Ill.

ARTHUR S. CADY has rejoined Geyer, Newell & Ganger, Inc., as an associate art director, H. W. Newell, executive vice-president, has announced. Cady, who was associated with GN&G 10 years ago, formerly was art director with Hewitt, Ogilvy, Benson & Mather, Inc.

ROBERT PASCH has joined the copy department of Kenyon & Eckhardt, Inc. An engineering graduate of the University of Michigan, he formerly was with Buchanan.

WILLIAM DIX has joined Allied Syndicates, Inc., New York, public relations organization. Formerly TV account executive with ABC, he has been appointed assistant to the president at Allied.

FLINT ADVERTISING ASSOCIATES has been named by the Steel Sash Service & Sales Co., Inc.

ARISTA ADVERTISING CO., New York, has been appointed by Morris Hessel, Inc., furrier.

EDWARD J. ROHN has joined the New York AM sales staff of the Edward Petry Company. He had been in radio with Warwick & Legler for seven years and prior to that was with the Maxon agency in Detroit.

Missouri Broadcasters Elect Wayne W. Cribb

Kansas City — Wayne W. Cribb, general manager of KHMO, Hannibal, Mo., was elected president of the Missouri Broadcasting Assn. at the group's annual business meeting here Oct. 31.

Other officers elected were: Mahlon R. Aldridge, Jr., KFRU, Columbia, vice-president; Harry Renfro, KXOK St. Louis, secretary-treasurer. Newly-elected directors are: E. K. Hartenbower, KCMO, Kansas City; Mahlon R. Aldridge, Jr., KFRU, Wayne W. Cribb, KHMO; G. Pearson Ward, KTTS, Springfield; Harry Renfro, KXOK, St. Louis, and Glenn G. Griswold, KFEQ, St. Joseph.

The association includes the following member stations: KDMO, KFRU, KHMO, KSWM, KCMO, WHB, KIRX, KWOC, KTTR, KSD, KXLW, KXOK, KWK, WIL, KSTL, WEW, KDRO, KWPM, NFEQ, KMBC, KICK, KTTS, KXEO, and KWRE.

National 'Spot' On Upgrade, Goldman Tells NAB Regional

(Continued from Page 1)

here last night. Sponsors and time buyers have found that stations in the smaller communities are an effective medium in penetrating the local market and many new users of spots have channeled business to the suburban and rural areas, Simon Goldman, general manager of WJTN, Jamestown, N. Y., and chairman of the Small Markets Division of the 2nd District, NAB, declared at the Berkeley-Carteret Hotel session. He added that stations in his area reported an increase in spot business this year and that the year's return in this field will probably surpass 1948's business.

New York Area Busy

Many new accounts are using spot radio time this year in the New York area it was revealed. Among them are Pfeiffer Beer of Detroit; Fort Pitt Beer of Pittsburgh; Virginia Dare Wines and Ex-Lax. In addition, the automobile industry has been buying spots through dealer co-op managements. The automobile manufacturers include Hudson, Dodge, Kaiser-Frazer, Chevrolet and Ford.

Michael Hanna, general manager of WHCU, Ithaca, chairman of the 2nd District, confirmed the reports of increased national spots and spoke enthusiastically about sales clinic aspects of the NAB meeting. He said that every one of the 100 broadcasters present are here for business and hope through interchange of ideas to better their sales picture back home.

Hanna Likes Regionals

Speaking of the functions of NAB, Hanna told the 2nd District broadcasters that he feels NAB's first duty is to help the broadcaster association members improve their sales and, secondly, to give them good representation in Washington. He said that he feels the regional meetings are far more effective in aiding the broadcasters than the national NAB conventions.

The Small Market session last night was conducted by a panel composed of Dutch Cassill of WEOK, Poughkeepsie, N. Y.; Bob Bell, WCTC, New Brunswick, N. J., and Bud Alger of WSNJ, Bridgeton, N. J. This session, presided over by chairman Goldman, discussed requirements for good salesmanship, programming, production and the creation of program packages which are saleable.

Most broadcasters indicated that news programs still top the list of commercial sales and that while local giveaways were proven audience getters, they are on the decline in local popularity.

Yesterday's session was devoted to Maurice Mitchell's presentation in the interest of Broadcast Advertising Bureau and Kenneth Baker's report on the progress of BMB's second audience measurement study.

Judge Miller To Speak Today

Today the broadcasters will hear an address by Justin Miller, president of NAB, and will participate in a discussion of employee-employer relations which will be conducted by Gunnar Wiig of WHEC, Rochester, chairman, and Charles H. Tower, assistant director of NAB Employee-Employer Relations.

Japan Book Will Honor Tour Of 'Town Meeting'

Word has been received from Tokyo of the intention of the Japanese press association, Radiopress, Inc., to publish in book form the entire series of broadcasts originating from the 12 world capitals visited by "America's Town Meeting of the Air" on its recent global junket.

The book, according to Masao Ekimoto, Radiopress's director, will be in Japanese and will consist of approximately 250 pages. Photographs will also be used to illustrate the various Town Meetings which were held in London, Paris, Berlin, Vienna, Rome, Ankara, Tel Aviv, Cairo, Karachi, New Delhi, Manila and Tokyo.

COMING and GOING

PAUL SCHEFFELS, assistant to Thomas Velotta, vice-president of the American network in charge of news and special events, hos left for Florida, where he will remain during the period when Walter Winchell broadcosts from the Sunshine State.

MARIAM SPOTT, assistant to the public relations and promotion director of WHCU, Columbia network outlet in Ithaca, N. Y., is visiting this week at the New York headquarters of the web.

HORACE HEIDT and the members of his program company are in New Orleans. He will broadcast this Sunday's show from the Municipal Auditorium.

JOHNNY LONG and the members of his band were in New York momentarily yesterday before leaving for Hartford, where today they open at the State Theater.

BILL POLGLASE and CHIP CIPOLLA fill their Number One assignment of the year tomorrow when they go up to West Point to broadcast the titanic battle between the Army and Fordham, which will be played at Michie Stadium.

MILES HERBERER, of the New York State Radio Bureau, is attending the meeting of the 2nd District, NAB, at the Berkeley-Cartaret Hotel in Asbury Park, N. J.

ROLAND TRENCHARD, public relations director for WAAT and WATV, Newark, next Thursday and Friday will be in Washington to attend the meetings of the National Conference of Christians and Jews.

ARTHUR SMITH and his Crackerjacks, vocal group heard on WBT, Charlotte, N. C., are in Raleigh, capital city of the state, for an engagement at the Pall Mall Room of the Hotel Raleigh.

• faces • facts • figures • wins •

ALLEN BROWN'S CORNER



Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLEY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

WINS 50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

SAN FRANCISCO

By NOEL CORBETT

"JOLLY BILL" STEINKE was host to seventy-five blind children from the Bay Area at KNBC's Hallowe'en party. The event is part of the year-round program of Recreation for the Blind. Kids were taken on studio tours and entertained in the "fun house," created by the engineering and sound effects staffs of the station.

Alan Cormack, KCBS chief engineer and Roy Jensen of his department are working out their own designs for some of the equipment to be installed between now and the first of the year in KCBS's all-over replacement program. Present consoles and bulky audio racks are being replaced with Standard RCA Consolettes, latest 76 series, and BCS 1-A switching systems.

Here 'N' There . . . Foote, Cone and Belding's new copy chief is Innis Bromfield . . . William Martin has been named director of the art department of KRON-TV (which opens November 15). He was formerly faculty instructor of set design with the Art League of California . . . Jack Washburn and Joan Transgrud of the KNBC guest relations staff are now a singing duet on "Light and Mellow."

The Pacific Telephone and Telegraph Company is installing two antennae atop its New Montgomery Street skyscraper in the center of the city. These antennae will be the San Francisco terminus of the microwave relay system now under construction to carry television programs between here and Hollywood. Other relay terminals will be constructed at vantage points between here and Los Angeles. The system will be in operation by next Summer.

Myron Elges, vice-president of Louis H. Caine Ad Company, tore a ligament in his leg which has kept him off his Palomino. Despite rain or highwater he'll ride the prize-winning beastie at the big rodeo roundup at the Cow Palace the end of this month.

When Bing Crosby was in town he cut a guest spot with Bill Weaver for "Waitin' for Weaver" and another with Jim Grady for "This is San Francisco." Cutting was done in the afternoon for next day's release. When El Bingo heard the release would be at 6:15 and 8:00 ayem, he said he guessed he'd miss hearing himself.

WBAL
means business
in Baltimore



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Dom DiMaggio has been offered a radio show in Boston similar to Joe's here. . . . Oxydol interested in getting Dinah Shore for a video series. Dinah's none too keen on the new medium yet, but the reception to her stint on Ed Wynn's show may change her mind. . . . Harry Babbitt won't be with Kay Kyser on his TV series here. He'll be replaced by Mike Douglas. . . . Jane Pickens set for "We the People" tonight on their first show on NBC-WNBT. She'll sing two numbers from her current show, "Regina." . . . Fran Warren joins Henry Morgan tonight as a regular. . . . CBS may drop its televising of the Bklyn games, with WOR-TV stepping in. . . . Mark Goodson and Bill Todman have come out with their new "Winner Take All" home quiz book published by Crown and retailing for a buck. . . . Have the NBC talks with Slapsie Maxie regarding a nightly show from a 52nd St. bistro gone bye-bye? . . . Harvey Stone sez he turned down a radio program under joint sponsorship. He said the joint wasn't reliable. . . . Al Capp has selected Bill Gernannt's "County Fair" airer as the official radio send-off of Sadie Hawkins' Day Nov. 19th. . . . Upton Sinclair's "Lanny Budd" novels to wind up as an air series. . . . Morey Amsterdam sez he enjoyed the Indian summer—has no squaw coming.

☆ ☆ ☆ ☆

● ● ● THEY SAY: If radio couldn't kill radio, television can't either.—Bill Vaughan of the Kansas City Star. . . . When a chorine marries a millionaire, you can tell exactly how long it'll last. As long as the million.—Jack Gilford. . . . A psychologist is a man, who, when a beautiful girl enters the room, watches everybody else.—Bruce Patterson. . . . TV merely stands for Tired Vaudeville.—Fred Allen.

☆ ☆ ☆ ☆

● ● ● TELLING ON TELEVISION (or views on video): Somehow wrestling matches from Chicago have more comedy than those emanating from N'Yawk. . . . Rex Marshall's nifty commercials on "Suspense" are adult sales fodder, well digested and tastefully served. . . . That card reading on "We the People" slows down an otherwise excellent human screen newspaper. . . You must go along with the attempt made by "City at Midnight." It shows TV is getting OK. . . . "The Clock" on your screen shapes up as 'tick top' drama. . . . We don't suggest casting usually, but somebody should tell wonderful Gertrude Berg that "Rosie" and "Sammy" on "The Goldbergs" aren't quite as believable as past performers who have played the roles. . . . Ed Wynn is the best reason kinescope should be tolerated. . . . "Yesterday's Newsreels" give the viewer the nostalgia brought on by a shaving mug, slicker raincoats, Irene Castle and dance marathons. . . . Funny how often those Friday night "Greatest Fights" following the live Madison Sq. Garden bouts are better scraps than the ones you've just witnessed.

☆ ☆ ☆ ☆

● ● ● OUR HAT'S OFF DEP'T: The genial platter-tudes of WVNJ's disc jock, Hal Tunis. . . . Jeff Clark's vocalizing on the Hit Parade. . . . Ralph Young's show-stopping in the Strand's "Make Mine Manhattan." . . . Jack (a la) Carter's clowning on "Cavalcade of Stars."

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Astrologer Carroll Righter guests on "Leave It To The Girls" Sunday with his lovely client, Mrs. Tyrone Power (Linda Christian). . . . Thyra Samter Winslow readying a video show tagged "Ugly Duckling," which will try and prove how clothes and makeup make the gal. . . . Miklos Gaini did his recent Carnegie Hall concert with a 104 fever and his medico backstage. . . . If you're interested in firearms, see and hear newsman Edward R. Murrow, an expert, guest on Sherriff Bob Dixon's "Chuck Wagon" Wednesday.

SOUTHWEST

"EASY DOES IT," KTUL, Tulsa team, is so much in demand for civic club appearances that they spend almost as much time in this activity as they do on the air with their regular program across-the-board at 3:05 p.m. Marjean Fox is the sultry songstress who acts as lyrical hostess in each session and she is backed with a four piece unit with electric guitar, standard guitar, violin and piano. Rotarian John Esau, veepee and general manager, of KTUL recently took the group to Sapulpa Oklahoma Rotary luncheon, and the next appearance will be at the Tulsa Optimists Club.

A 7-day-per-week television news program, "News Final," on WBAP-TV, Fort Worth, has been signed by David Kittrell, account executive with Crook Advertising Agency for Linz Jewelists, leading Dallas jewelry retailer. "News Final" will close the day of televising on the Fort Worth television station and will feature Lillard Hill, ace WBAP newscaster with a last minute roundup of the day's news using, where practical, film strips from earlier news programs, and showing Hill in the studio reading news and showing films and stills.

Green Spot Signs 2 Contracts With ABC

West Coast Bureau of RADIO DAILY

Hollywood—Green Spot, Inc., on behalf of its "Green Spot Orangeade," has purchased the five-minute Wednesday (8:25-8:30 p.m., PST.) "Detective of the Week" and a twice-weekly 15-minute segment of "Surprise Package," Tuesdays and Thursdays, 2-2:15 p.m., PST., over a West Coast network of 14 ABC stations.

The deal for "Detective of the Week" runs for nine weeks. The contract for "Surprise Package" is for a 13-week period. Phillip J. Meany Co. is the agency.

Montgomery Will Move To Earlier Time Spot

"Robert Montgomery Speaking," the weekly quarter-hour commentary series on ABC currently aired Thursdays, 10:10 p.m., EST, will move to a new time period on the same night, 9:45 p.m., EST, beginning Nov. 10.

'Montgomery is sponsored by the Frank H. Lee Co. Grey Advertising Agency represents Lee.

WWRL & 'Voice' To Air Dewey Speech Tomorrow

Governor Thomas E. Dewey's address before the Lithuanian-American Congress, Nov. 5, 2:30-3 p.m., at the Hotel New Yorker will be broadcast exclusively by WWRL. The program also will be shortwaved by the Voice of America.

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, November 4, 1949

Urges TV Industry Reduce Tube Glare

Syracuse, N. Y.—Studies and tests which point the way towards simplification of television sets and marked improvement in the picture contrast of video tubes were revealed here this week to members of the engineering department of the RMA and IRE held at the Hotel Syracuse.

W. B. Whalley of the Physics Laboratories of Sylvania Electric Products, Inc., Bayside, N. Y. told the engineers that the study of TV receiver simplification "commenced with an analysis of basic television receiver requirements capable of yielding high-quality performance.'

A. E. Martin of Sylvania's Physic Laboratories speaking on "An Evaluation of Television Viewing Tubes," co-authored by Dr. R. M. Bowie, manager of Sylvania Physics Labs said tint or color in filters is of questionable value. The illumination industry would have removed undesirable portions of the visible spectrum long ago, if they existed. The only real advantage of viewing filters is their ability to alleviate the loss of contrast caused by ambient light in the room, halation, reflection from the back of the safety window and 'hot-spots' due to reflections from curved face of viewing tube.

Martin stated that a Committee of the Joint Electron Tube Council has adopted an industry recommendation for glass tubes which recognizes the apparent desirability of reducing the light transmission of television picture-tube faces.

Manufacturer's TV Show Aids Dealers

A TV manufacturer, who sponsors his own video show to help dealers merchandise their sets, found in a survey that 38.5 per cent of the dealers with sets on were showing patrons his program. John Meck, president of John Meck Industries, Inc., Plymouth, Ind., sponsors "Meck Tele-Newscasts" four afternoons a week over Chicago TV station WNBQ. A special telephone survey conducted by the station revealed that the Meck program rated higher than three others, telecast at the same time, by dealers viewing TV programming at that time. Meck has urged other TV manufacturers to sponsor their own programs, saying that "it is necessary that all of us express our confidence in the industry in this concrete manner."

Col. Records Ups Gilbert

Richard Gilbert, recording director of Columbia Records' Masterworks Department for the past year, has been appointed director of the Masterworks Department, according to an announcement by Goddard Lieberson, executive vice-president of the company. Gilbert assumed his new duties November 1. Before joining Columbia in October, 1948, he was recording director of RCA-Victor Red Seal Records.

Record Changer Sales Up

Sales of RCA Victor's 45-rpm record changer now exceed 50,000 a month, according to J. B. Elliott, vice-president in charge of consumer products. Elliott revealed that the 45-rpm instruments are being sold at the rate of 20,000,000 annually.

Reduction in the price of RCA changer from $24.95 to $12.95 has been responsible for the boost in sales, Elliott said.

PRODUCTION PARADE

Emerson Promotes Vassar

William Vassar, for the past five years engineering assistant to Dorman D. Israel, executive vice-president of Emerson Radio and Phonograph Corporation, has been promoted to the post of chief engineer. Vassar is chairman of the Safety Committee of the Receiver Section of RMA; a member of the Receiver Executive Committee of RMA and a member of the Underwriters' Laboratories Industry Advisory Conference.

Tele-tone Radios In Film

A commercial film being prepared for the industry, depicting the power of radio as a medium of advertising, will show Tele-tone radio sets, both portable and table models, in the action of the firm. A group of the major networks, and the NAB, are producing the film, "Lightning that Talks" for the All Radio Industry. Film will be shown to advertising agencies throughout the country and to a large number of men's and women's clubs.

GE Equipment Distributor

Automatic Electric Company of Chicago has been appointed a distributor for General Electric radio communications equipment, it has been announced by A. A. Brandt, general sales manager for the Electronics Department. Officials of the distributor recently made a tour of Electronics Park and inspected manufacturing and engineering facilities. New developments in narrow and wide-band equipment and multi-channel microwave relay apparatus were revealed.

Altec Promotions & Additions

Altec Service Corporation has promoted Ralph Kautzky from Broadway service inspector to N. Y. suburban field manager, taking in N. J. and upstate N .Y. J. I. Mather, formerly field manager in Detroit, becomes field manager in the Wash., Md., and Va. area, with a special assignment under a new Altec contract with the U. S. Navy Bureau of Ships. Altec's enlarged responsibilities under the Navy contract has resulted in the addition to the service staff of R. W. Fuller in Boston; L. G. Schock, in Providence; W. J. Sirms in Philadelphia; N. Markanich, temporarily in Newport News; Ernest Theiss in Washington, D. C. and Adolph H. Baus, Jr., in Brooklyn.

Air King Consolette

A new low priced 12½-inch television receiver with a built-in antenna has been announced by R. D. Payne, manager of sales, Air King Products Co., Inc., Brooklyn, N. Y. Known as Model A-2012, the new receiver will list at $239.95 in walnut and $249.95 in mahogany. Payne further stated that this is the advanced model of a group of new promotional models with new features.

Marker Generator

The Model A-450 Marker Generator is a new development of Approved Electronic Instrument Corp., New York, N. Y. The company claims it is a precision-built tunable oscillator providing a marker, modulated or unmodulated, for indicating frequencies on a displayed frequency response of a TV or any wide band IF amplifier, when used with a sweep generator and an oscilloscope.

Eyes Canada TV Field, Names Exclusive Rep.

In a forward looking move toward the potentialities of a new and wide television market, the Allen B. DuMont Laboratories, Inc. have appointed the Canadian Marconi Company of Montreal, exclusive representatives in Canada for the sale of DuMont television broadcasting equipment.

Joint announcement of this exclusive distributorship setup was made by H. E. Taylor, Jr., manager of the Television Transmitter Division of DuMont and by S. M. Finlayson, general manager of Canadian Marconi.

The association of Canadian Marconi with DuMont will allow the Canadian company to place its combined facilities at the disposal of Canadian station operators interested in surveying potential TV territories, pending development of a Canadian operated television network.

A. D. Dunton, chairman of the Canadian Broadcasting Corporation, recently revealed that eight private concerns in the Dominion have applied for TV licenses. Four were from Toronto, two from Montreal, and one each from New Westminster, B. C., and Hamilton. An application for a $4,500,000 loan for setting up video production centers and transmitters in Toronto and Montreal has been applied for to Parliament by the CBC.

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Eleven Stations Join 'Pennies' Campaign

(Continued from Page 1)

WDAY, Fargo, N. D., whose public service director, Ernie Brevik, instituted the annual appeals three years ago, are: WDAE, Tampa, Florida; WNBF, Binghampton, N. Y.; WMRI, Marion, Indiana; WRAK, Williamsport, Pa.; KELO, Sioux Falls, S. D.; WCNB, Connersville, Indiana; KSTP, St. Paul, Minnesota; KLPR, Oklahoma City, Okla.; WHFB, Benton Harbor, Michigan; KDIX, Dickinson, N. D.

The "Parade of Pennies" will begin on the stations on Nov. 7 and will continue through Nov. 24. CARE and the American Foundation for Overseas Blind will again handle the distribution.

In June of this year, Brevik outlined his "Parade of Pennies" campaign to the program directors attending the NAB's PD Clinic in Chicago.

Vidcraft Signs Tunis For 2 WOR Music Shows

Hal Tunis, WVNJ, Newark, N. J. disc jockey, has been signed by the Vidcraft Television Corp. of America to conduct two Sunday evening record programs over WOR: "Memories in Music," 10:45-11 p.m. and 11:30-12 midnight.

The contract, which will run for 13 weeks, was handled through Levy Advertising, Newark. Vidcraft will continue to sponsor "The Hal Tunis Show" on WVNJ.

Send Birthday Greetings To—

November 4
Joan Britton — Helen Dumas
Al Wilde — George Barclay
Samuel Stewart Hayes

November 5
Evelyn Ames — Tom Fitzsimmons
Forrest Lewis — Henry M. Neely

November 6
W. I. Hamilton — Martin L. Anglin
Elizabeth Jones — Ole Olsen
Frank Reading — Selena Royle
Gene Sullivan — Paul H. Raymer

November 7
Jerry Belcher — Thomas A Hanlon
Jack Milster — Richard Stark
Peter de Lima

November 8
Dave Murphy — James S. Seward
Scott Wiseman — Bill Taylor
Gregory Williamson

November 9
Joan Lane Rourke — Bill Harding
Betty Lawson — Paul Rittenhouse
Ed Wynn — Stoney McLinn
Nyles Barry Courtney

November 10
S. Hogan Bayles — Charles Carroll
Jane Froman — Ray McDermott

PICTURE OF THE WEEK



Paul Raibourn (left), president of Paramount Television Productions, Inc., and J. Leonard Reinsch, managing director of TV stations WSB-TV, Atlanta, Ga., and WHIO-TV, Dayton, Ohio, sign a network affiliation agreement under which the Reinsch-managed stations will be regularly supplied with transcribed Hollywood TV programs.

IBS Cites Campus Stations As Valuable Pro Training

(Continued from Page 1)

Jacksonville, Ill., faculty member, adds: "In addition to providing a training ground for the broadcasting industry, IBS stations represent a powerful medium to local and national advertisers wanting to reach the rich college market."

Program-wise, the college stations devote about 73 per cent of their air time to music, as against a 52 per cent average for all U. S. stations. "This is probably due to the fact that students enjoy listening to the radio while studying and find musical programs the only type that lend themselves to concentration," the report notes.

Combs, Lang To Cover Elections For WMGM

George Hamilton Combs and William Lang will carry the main burden of election coverage for WMGM, New York, on the night of November 8.

Between 8 and 8:30 p.m. WMGM will air pickups from Democratic headquarters in the Hotel Commodore and GOP headquarters in the Roosevelt, with Combs at the remote end and Lang in the studio. Later both Combs and Lang will be at the WMGM studio microphones, reporting incoming returns and analyzing voting trends.

KWHK's Minor Elected By Kansas AP Members

(Continued from Page 1)

man. The conferees adopted a resolution pledging themselves "collectively and individually to supply news of our territories" to all AP members. George Gow, news editor of KANS, Wichita, declared: "We in radio have an equal responsibility with newspapers in reporting the news of our area."

Other Kansas broadcasters present at the meeting were: Tex Witherspoon, KPRS, Olathe; Bob Wells and Max Bicknell, KIUL, Garden City; Dan Bellus, Claude Hughes and Hank Dais, KNEX, McPherson; Steve Madden, KPRS, Olathe; Earl McDaniel, KWBW, Hutchinson; Olaf Soward, WIBW, Topeka and KCKN, Kansas City; George Alden, KIMV, Hutchinson; Paul F. Kelly, KAYS, Hays, and Thad M. Sandstrom, KSEK, Pittsburgh.

'Martha Dean' Aids Polio Drive

Marian Young, who is WOR's women's commentator "Martha Deane," has been named chairman of the Appeal Committee of the March of Dimes drive in Greater New York. Miss Young was invited to chair the committee by Emil Schram, president of the New York Stock Exchange and executive of the March of Dimes campaign.

The "Martha Deane" program is heard over WOR Monday-through-Friday from 10:15 to 11 a.m.

Hoopers Show Little Change In Web Shifts

(Continued from Page 1)

atively little: "Amos 'n' Andy" from 11.7 to 14.1; and Horace Heidt from 12.1 to 13.8.

On the other side of NBC-to-CBS ledger, "Burns & Allen" held 16th position in the Hooper report of Oct. 30 of last year with a 14.5 rating. But, the show, now on CBS, dropped far below the "First Fifteen" of the latest Hooper report of 1949.

Two programs which did not change networks during the period, Walter Winchell on ABC and "Duffy's Tavern," on NBC dropped from their former positions in the Hooper listings. Winchell, who last year was a consistent leader in the Hoopers, dropped to eighth place this year with a rating of 15.2. His rating at this time last year was 23.1. "Duffy's Tavern," which NBC broadcast "live" last year, dropped below the "First Fifteen" of this year from its seventh position, with a rating of 17.6, of last year.

Other shows listed among Hooper's "First Fifteen" of Oct. 31, 1949, were as follows: "Radio Theater" in first place with 21.1; Arthur Godfrey's "Talent Scouts," 3rd place with 18.2; "Fibber McGee & Molly," 4th with 17.1; "My Friend Irma," 5th with 16.9; Bob Hope, 6th with 15.4; "Mystery Theater," 7th with 15.3; "Mr. Keen," 9th with 14.7; "Suspense," 10th with 14.5; "People Are Funny," 11th with 14.4; and "Mr. Chameleon," 13th with 13.9.

Other shows which made last year's Hoopers but did not show in the "First Fifteen" of this year were as follows: Phil Harris-Alice Faye, Crime Photographer, Bob Hawk and "Mr. District Attorney." Fred Allen, who took ninth place last year, did not return to the air this year.

What's The Television Story?

Who will profit most from television? The set manufacturers? The broadcasting systems? The parts makers? Read our new Television Study, packed with facts and figures and a list of selected companies. Ask Dept. RD-21.

BACHE & CO.
Members New York Stock Exchange and other Leading Stock and Commodity Exchanges
36 Wall Street, New York 5
Telephone: DIgby 4-3600
Offices in Most Principal Cities

TELEVISION DAILY

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COLOR 15 YEARS AWAY—DuMONT

TELE TOPICS

A STRANGE THING occurred in our home Wednesday nite. For some reason still unknown to us—pure cussedness, perhaps—we turned off at an early hour the voracious electronic monster that has consumed so much of our time and devoted our attention to the radio, which undoubtedly had become broken-hearted with neglect. The results were surprisingly satisfying. For one thing, we were able to enjoy complete relaxation, a state that is all but impossible to achieve while watching TV. Secondly, we heard two very fine programs. Our renewed acquaintance with Groucho Marx reaffirmed our conviction that he is the funniest man in show business. While the comedy of Bing Crosby and guest Bob Hope which followed was rather strained, the program as a whole was fine entertainment. The laughter of the studio audience, however, indicated that there was considerable byplay between the two stars that sound only could not bring to home listeners. Hope especially should be an asset to TV programming if and when he makes a stab at it. But the act that we would like to see on video above all others is comprised of Messrs. Adolph, Leonard and Julius Marx. Groucho is wonderful on AM; can you imagine the results if he, along with his brothers, could also be seen? On a bi-weekly, or even monthly schedule they'd lift TV comedy to new heights.

•

BALTIMORE WILL AGAIN be represented by a network program beginning Nov. 18 when "Reward," a WBAL-TV detective series, bows on NBC in the Friday, 9:30 p.m. spot, alternating with bi-weekly "The Big Story." Packaged by Leon S. Golnick, program recently completed a 26-week commercial run on the Baltimore outlet. . . . Robert Mann will produce and Alex Leftwich will direct the Herb Shriner show which goes on CBS for Philip Morris in place of "Ruthie" Monday. Shriner will script with Norman Barash and Carroll Moore. . . . Dick Pack and Jo Ranson are working on a new text book, "Opportunities In Television," to be published early next year by Vocational Guidance Manuals. An earlier tome, "Opportunities In Radio," is in use in schools throughout the country.

•

MELVILLE BURKE, legit and movie director, has taken over direction of "Colgate Theater." His first play for the show, this Sunday, will be "Remember The Day," which he directed on Broadway 14 years ago. Play ran for 122 performances with a cast which included Keenan Wynn, Frank Thomas, Sr., and Jr., Joe Brown, Jr., John Drew Devereaux and Russell Hardie.

See Cost And 'Doubt' Hurting TV-Set Sales

Washington Bureau of RADIO DAILY

Washington — The two important reasons for resistance to sales advertising of TV receivers in the Washington area are cost and "belief that the new medium is still in a developmental stage," the American Research Bureau reported this week. On the basis of one thousand personal interviews in the area, the bureau reported that "many prospective buyers hesitated to shell out the considerable amount of money required for a set because they feel a lot of refinement is still necessary to give them better reception, eliminate flicker and interference and reduce eye strain."

In addition, a sizeable part of those awaiting improvement mentioned color as something they are waiting for. In regard to the color issue and others, there is a widespread fear that sets bought today may be outmoded soon.

Navy Signs For 13 Weeks To Get Recruits Via TV

Washington Bureau of RADIO DAILY

Washington—Contract for a new recruiting series to run 13 weeks on TV stations throughout the country was let by the Navy yesterday to Graphic Reports, Washington video production outfit headed by Michael Fooner. Eliminating the need for film, Fooner will design special art for each show with "built-in animation," accompanied by a script for local narration by Navy or station production people.

On File

Calgary — Eight private concerns in Canada have applied for TV licenses, A. D. Dunton, chairman of the CBC board of governors, revealed yesterday. Four were from Toronto, two from Montreal, and one each from New Westminster, B. C., and Hamilton, Earlier this week, Dunton had scored private to broadcasters for "a marked lack of interest. . . . in establishing television transmitting stations in Canada."

IT&T Chief Outlines Int'l TV Development

(Continued from Page 1)

briefly on the status of television in various European countries, and disclosed that a new video project now in the engineering stage in France embodies a system of 819 lines, as against 441 lines in the present French system.

He disclosed also that the Big Three of international communications carriers—RCA, Western Union, and American Cable and Radio, are attempting to work out among themselves a method of "commonsense consolidation of facilities" to improve existing service.

A special feature of yesterday's REC meeting, before Harrison's talk, was the presentation of Red Cross Certificates of Merit to Red Barber, CBS sports director, and Mel Allen, Yankees sportcaster. The awards were in recognition of their support on the air of the Red Cross' blood bank campaign.

CBS Denies Morris Charges Of Political Favoritism

Cancellation by CBS of a scheduled telecast featuring the major candidates in the upcoming New York election was termed by Newbold Morris, Republican - Liberal-Fusion candidate for Mayor, yesterday as "an accession by CBS to the will of one candidate to the unfair advantage of the others and the public as well."

Contained in a wire to CBS prexy Frank Stanton, the charge was immediately denied by Joseph H. Ream, web's executive v-p, who acted in Stanton's absence from the city.

In his return wire, Ream said, "There is nothing invidious to you and your candidacy in cancellation of this program and all candidates are equally deprived of proffered opportunity so none is being discriminated against."

A spokesman for Morris said that the candidate was first invited to appear on the show, scheduled for this Sunday night, on Oct. 19, and accepted immediately. This week, the spokesman said, after Mayor William O'Dwyer, who is seeking re-election on the Democratic ticket, had declined to appear on the show, Morris was notified the program had been cancelled.

Doubts Mfrs. Feel Polychrome Is Ready Now

Washington—Dr. Allan B. DuMont told the FCC that stories about color TV being just around the corner are "just fooling the public." As a commercial service comparable to black and white, he said, color video is probably 15 years away.

Pointing out that the hearing was called by the FCC and not by the industry, Dr. DuMont said he doubts that any manufacturers "think that color television has been sufficiently developed, nor have they asked for a hearing, nor do I believe that any of the television broadcasters believe that color television is ready, nor have they requested a hearing.

"For the first time, the Commission is asking the industry to do something it is not ready to do. The manufacturers and broadcasters who have developed television to its present state of public acceptance, are being accused of holding back color television for their own selfish interest.

"I do not believe this is so. If we can agree that allocation may take place on six-megacycle channels without obstacle to the later use of color equipment as an improvement of an established television system, then there is no reason why color cannot come when it is really ready and when standards of quality and performance can be adopted."

Questioned Closely

Questioning of Dr. DuMont by Commissioners Hennock and Jones got quite hot at two or three points, although the session ended quietly enough. DuMont stressed that he did not mean color need wait 15 years to come out of the laboratory, but rather that it would take that long before it was ready for the public. He finally shaved his estimate to 10 years. He indignantly rejected the idea that manufacturers were "holding back on color for their own selfish ends." Jones suggested that DuMont warn purchasers of its home receivers that there is a possibility the sets will become obsolete, or undertake to bring all its outstanding sets in to its factory to convert them for color reception. It is not necessary to do anything of the sort, Dr. DuMont said, "because color isn't that close. We are not representing our sets as anything but black and white receivers, which is a fixed service that will continue."

He scored both the CBS and RCA systems as completely inadequate, stressing the small picture in the CBS system and the non-uniformity of color in the various receivers used in the RCA demonstration.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"
Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY—
PINK FOR A GIRL"
Vaughn Monroe an RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Ride with Gene Autry & Eddy Howard!
Rudolph the Red-Nosed Reindeer
St. Nicholas Music Co. 1619 B'way, NYC.

THAT LUCKY OLD SUN
recorded and featured by
BOB HOUSTON M-G-M
FRANKIE LAINE Mercury
DEAN MARTIN Capitol
VAUGHN MONROE Victor
FRANK SINATRA Columbia
SARAH VAUGHAN Columbia
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● AL Miller, just named to head the standard dep'ts. of Leeds Music and its affiliated firms, is the son of Bernard Miller, of the law firm of Miller & Miller. . . . Bernard spent his entire life in show business and is currently recognized as one of the best-informed and ablest attorneys in the music industry. . . . thus Al, who at 22, was a lieutenant in the U. S. Army, and who learned the music business from his dad and Lou Levy, is one who has an appointment with destiny and some day will be a top music executive. . . . Incidentally, Al will wed his childhood sweetheart Dec. 4.

☆ ☆ ☆ ☆

● ● ● Doc Berger, just back from a national tour contacting disk jockeys and ork pilots, will go to work on the Duchess ditty, "Have I Told You Lately That I Love You" penned by Scotty Wiseman. . . . the number, originally published in 1945, was given a shot in the arm by the fine Columbia platter, made by Gene Autry. . . . ● Lon (Nick Carter) Clark who writes, narrates and also is the 'voice' of about 25 different characters in the Mildred Fenton Children series, "The Comic Weekly Man," is a natural for kidisks. . . . ● Les freres Kenny, Nick and Charlie have another "Little Man You've Had A Busy Day," in their latest brainchild, "Scattered Toys," published by Goldmine Music. . . . ● Rex Burrows, one of England's finest composers, flies home tonite. . . . while here he placed "Hills of County Clare" with Chappell & Co. . . . ● Bill Darnell and Rosemary Clooney open at Dailey's Meadowbrook, Nov. 11. . . . ● WXYZ Deejay Bill Silbert is conducting a contest to find an appropriate set of Lyrics about Detroit. . . . winning poem will be set to music by Ted Mossman, writer of "Full Moon and Empty Arms." . . . ● Sunset Music has a new rhythm ballad, "I'm Somebody's Sweetheart Now," cleffed by Jack Ward, Joe Schuster and Johnny Tucker which sounds like it can go places. . . . ● Tin Pan Alleyites getting a bang out of Lyle Stuart's tome, "God Wears A Bow Tie," a novel about the music industry. . . . ● Margo replaces Luise Rainer in Monday's NBTelecast of "His Name Is Jason." . . . ● Dana Music has a fine novelty in "Pigtail Polka," written by Mickey Stoner, Lou Shelley and Ben Jaffe. . . . ● Beryl Richards, songstress heard on "Eddie Albert" series, starts her twice weekly show, Tuesdays and Thursdays via NBC.

☆ ☆ ☆ ☆

● ● ● The old bromide, 'nothing succeeds like success is truer in show business than in any other field of endeavor we know. . . . let a singer, actor, or comedian, who'd been around for years seeking a break, turn in a fine performance and overnight bill collectors, congregated around the struggling artist's door, find themselves in danger of being trampled upon by producers, agents and managers, all of whom had advised (via a secretary or receptionist) "and don't call us—we'll call you." . . . we just received a package of music from Southern Music including a number "Georgia On My Mind," written years ago by Stuard Gorell and Hoagy Carmichael. . . . number was published in 1930 but didn't get the plug it's getting now because since then, Hoagy wrote "Stardust" and many other fine compositions so the publisher (20 years later) suddenly discovers that the song rates exploitation.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—The newest duet is Tony Martin and Fran Warren whose initial Victor 'teamwork' is a platter of "Speak A Word of Love" reversed with Berlin's standard "Remember." . . . latter side will get most of the attention. . . . ● Deejays will have a cinch of it for the next few weeks because they can select any one of the "Mule Train" platters and relax in the knowledge that their listeners will be pleased. . . . Victor has Vaughn Monroe in the 'driver's seat' of the tune he sings in his forthcoming Republic Picture "Singin' Guns." . . . Mercury has a fine rendition by Frankie Laine while Decca has rushed thru a great platter by Bing Crosby.

PLUG TUNES

Wedding Bells Will Soon Be Ringin'
LAUREL MUSIC CO.
1619 Broadway New York City

SOME DAY
(You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—◆ ◆—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 25 NEW YORK, MONDAY, NOVEMBER 7, 1949 TEN CENTS

"SERIES," 7 YEARS, TO MBS-GILLETTE

Say 'Language' Radio Slows Americanizing

Washington Bureau of RADIO DAILY

Washington—An FCC examiner challenged foreign language broadcasting Friday as a force to slow the Americanization of foreign-born groups. Primarily because all 22 of its directors are Boston natives and residents of the Boston area, the FCC examiner, Hugh B. Hutchinson, recommended in an initial decision that the Pilgrim Broadcasting Company be granted a new AM station in Boston to operate with five kilowatts, daytime only, on the 950

(Continued on Page 6)

Webs' Proposal To RWG Given Com. Mandelbaum

Following a week of discussions, ABC, CBS and NBC on Friday wrote Commissioner J. R. Mandelbaum of the Federal Mediation Service a package proposal for the settlement of their dispute with the Radio Writers Guild over the New York staff news and continuity writers.

At the Commissioner's request, both sides have agreed to continue discussions through this week and meet at the call of Commissioner Mandelbaum.

WCBS Lands Sponsors For AM-TV Election Cover

Local coverage of the New York City and State and the New Jersey election returns, tomorrow, will be sponsored on WCBS radio by the F. M. Schaefer Brewing Co., and on WCBS-TV by the United Fruit Co., it has been announced by Edmund Chester, director of CBS News.

National election returns were

(Continued on Page 6)

Makes The Grade

Bob Hope, California distributor for DuMont television distributors, who does some radio work on the side, has accepted the honorary presidency of the National Television Dealers Assn., Inc. Edwin A. Dempsey, the group's executive director, said Hope was named "because he is the most popular and widely-known television merchant in the country."

No Paper Tomorrow

Tomorrow is Election Day, recognized throughout the Union as a legal holiday. In observance, RADIO DAILY will not be published.

Earle McGill Is Dead; Was RTDG President

A requiem mass will be held at St. Ignacious Church in New York this morning at 10 a.m. for Earle Lewis McGill, local and international president of the Radio and Television Directors Guild, who died Thursday night in New York at the age of 52.

McGill, regarded as the dean of radio directors, entered the broadcasting field from the legitimate theater and motion pictures. As a producer and director for CBS, he was credited with having developed many of the techniques now regarded as basic in the field. Among the many shows he directed for CBS

(Continued on Page 6)

'Kate Smith Calls' Cuts Air Time In New Format

"Kate Smith Calls," ABC's Monday night show, will take on a new format and reduce its present broadcast time of 1¾ hours to one hour, beginning tonight.

The show, which will henceforth be aired 9 to 10 p.m., EST, will include radio, stage and screen stars as guests. Miss Smith and her radio partner, Ted Collins, will launch the new format by interviewing Charles Buddy Rogers, another ABC star.

Contract With Commissioner Chandler Includes All-Star Baseball Games; TV Options For 1950 Granted

A seven-year contract, involving more than $1,000,000, for the radio broadcasting of the World Series and All Star Baseball games (through 1956), has been signed between Mutual Broadcasting System, Baseball Commissioner Albert B. Chandler and Gillette Safety Razor Company.

Under the seven-year deal, Mutual will serve during the Series more than 520 MBS stations, plus an auxiliary list of some 200 stations in the

(Continued on Page 4)

WITH Owners Acquire Balti. Home News

Baltimore—Purchase of the Baltimore Home News, a weekly newspaper, has been announced by Thomas Tinsley, president of the Maryland Broadcasting Co., which operates WITH, Baltimore, and WLEE, Richmond, Va.

Present operations and personnel of the Home News will continue unchanged, Tinsley said. The paper's business, advertising, and editorial

(Continued on Page 8)

RCA Victor to Sponsor 'Screen Directors' Show

The RCA Victor Division will sponsor "Screen Directors' Playhouse" on NBC's full network starting Jan. 6, 1950, from 10:00 to 10:30 p.m., EST, Thomas McCray, NBC national program manager, has an-

(Continued on Page 2)

'Opry' Cast To Entertain U. S. Troops In Europe

The cast of NBC's hillbilly program, "Grand Ole Opry," selected by Air Force personnel overseas as "the show we would like most to see," will leave on Nov. 13 for a 20-

(Continued on Page 2)

WNEW Denies Charge Of Unfair Firings

The American Communications Assn., (CIO) released hundreds of helium-filled balloons in mid-Manhattan on Friday carrying pamphlets aimed, in the union's words, "at calling public attention to the recent unfair firing of two broadcast engineers by Station WNEW." A WNEW spokesman, meanwhile, declared that the station is an innocent bystander in a jurisdictional

(Continued on Page 4)

KYW Ad For Girl D. J. Brings 1300 Replies

Philadelphia — For overwhelming evidence that radio has lost none of its magic appeal, check with any staffer at KYW—but wait until he's had a few days' rest. A total of 1,300 girls responded to the station's

(Continued on Page 2)

Commission Sales Preferred By Local-Station Managers

Asbury Park, N. J.—Sixty-four per cent of the small-market stations covered in a recent survey pay their time salesmen commissions from 15 to 20 per cent and this practice is regarded as the most effective way of getting sales results by most of the stations, it was revealed in a survey which was released to small market stations at the 2nd District, NAB, meeting at the Berkeley-Carteret Hotel Friday. The survey formed the basis of a discussion by small market broadcasters regarding their sales forces and sales approach and led to an almost unanimous opinion that commission salesmen produce the best results.

Howard V. Cassell, general manager of WEOK, Poughkeepsie, N. Y., reported having five commission salesmen on his staff and added that in each instance they were out-of-

(Continued on Page 8)

Cancer Benefit

Details of a $200,000 contest were announced on Walter Winchell's broadcast for Kaiser-Frazer on ABC last night. A total of 1023 cash prizes ranging from $10,000 downward will be awarded for the best names submitted for the firm's new low-priced car. Kaiser-Frazer will match each prize with an equal amount for the Damon Runyon Cancer Fund.

RADIO DAILY

Vol. 49, No. 25 Monday, Nov. 7, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(November 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7¾	8	+ ⅜
Admiral Corp.	28¼	27⅞	28⅛	+ ⅜
Am. Tel. & Tel.	145¼	145⅛	145⅛	+ ⅛
CBS A	24⅝	24	24⅛	+ ⅛
CBS B	24¼	23⅞	24⅛	+ ⅛
Philco	30⅛	29¾	29⅞	+ ¼
Philco pfd.	79½	79¼	79¼	— 1¼
RCA Common	12¼	12⅛	12⅛	— ⅛
RCA 1st pfd.	73	73	73	.....
Stewart-Warner	12½	12⅜	12⅜	— ⅛
Westinghouse	28½	28	28¼	— ¼
Westinghouse pfd.	100⅜	100¼	100¼	— ⅛
Zenith Radio	28⅝	28½	28½	.....

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14½	14½	14½	.....
Nat. Union Radio	2⅝	2⅝	2⅝	— ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	13¾	15

Decca Earnings Down

Consolidated net earnings of Decca Records, Inc. for the nine months ended September 30, 1949, amounted to $427,601 after provision of $262,078 for income taxes. This equals 55 cents per share on 776,650 shares of capital stock outstanding at September 30, 1949, and compares with net earnings of $550,877 or 71 cents per share in the corresponding period of 1948.

WEAV
PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY McGILLVRA, Nat. Rep.

☆ COMING AND GOING ☆

FRANK STANTON, president of the Columbia network; HERBERT AKERBERG, vice-president and manager of station relations; HUBBELL ROBINSON, JR., vice-president and director of programs, and JOHN KAROL, sales manager of the web, spent Friday and Saturday in Houston, Tex., attending a meeting of the 6th District, Columbia Affiliates Advisory Board.

DON DUNPHY, American network sportscaster, on Nov. 14 will go up to Buffalo, where he will be toastmaster at the Sports Night dinner of the Buffalo Athletic Club.

R. C. ALEXANDER, radio and television director of the Ward-Wheelock advertising agency, this week is in Milwaukee with NBC's "Double or Nothing" show, which is being broadcast from that point.

JACK MANGAN, master of ceremonies for "Ship's Reporter" on WJZ-TV, is back in town following a trip to three eastern seaboard cities, where he appeared at Navy hospitals.

DR. JOHN E. BARKLEY, supervisor of physical chemistry research at the Armour Industry Research Foundation of the Illinois Institute of Technology, has left for London, England, where he will confer with British scientists on the latest developments in the field of infra-red photocell research.

IRA MARION, American network scriptwriter, and his wife, EDITH, left last Friday on a three-week vacation. They'll make their first stop in Washington, D. C., where they'll spend three or four days.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, is vacationing. He'll be back at his desk Nov. 14.

CARL MARK, executive vice-president and general manager of WTTM, affiliate of NBC in Trenton, N. J., and FRED BERNSTEIN, sales manager of the station, returning from Asbury Park, where they attended the meeting of District 2 of the NAB.

KYW Ad For Girl D. J. Brings 1300 Replies

(Continued from Page 1)

broadcast advertisement for a lady disc jockey, and more than 900 turned up at KYW for auditions.

This group was narrowed down to 12 finalists, from among whom the ultimate winner was chosen. She is Marjorie Wieting, 26-year-old Collingswood, N. J. housewife, and mother of two. A newcomer to radio, Mrs. Wieting will start a Monday-Saturday, 12 midnight-1 a.m. disc jockey stint on Nov. 14.

RCA Victor to Sponsor 'Screen Directors' Show

(Continued from Page 1)

nounced. J. Walter Thompson is the agency.

The program, which features Hollywood stars in adaptations of films, has been presented on Mondays heretofore. Effective Nov. 11, the program will be broadcast on Fridays at 10:00 p.m., EST, continuing on a sustaining basis until Jan. 6.

This is the third NBC house package to be sold in a month. The others are "Dragnet" and "Baby Snooks."

'Opry' Cast To Entertain U. S. Troops In Europe

(Continued from Page 1)

day entertainment tour of U. S. air bases in Europe.

The "Opry" programs for Nov. 19 and Nov. 26 will be broadcast from Europe via shortwave. Twenty-five members of the cast, headed by mc Red Foley and comedians Rod Brasfield and Minnie Pearl, will make the trip by plane as guests of the Air Force.

Minute Maid Renews

Minute Maid Corp. (orange juice) has renewed its sponsorship of "This Is Bing Crosby," quarter-hour transcribed heard Monday-Friday, 10-10:15 a.m. on WCBS, New York, for an additional 52 weeks, effective Nov. 18. Doherty, Clifford & Shenfield handles the account.

Stork News

Andrew Wiswell, vice-president of Muzak in charge of recording and recording director of Associated Program Service, is the father of a son born to Mrs. Wiswell Nov. 3. Baby will be named Andrew M.

WVNJ
"NEW JERSEY'S MOST POWERFUL RADIO STATION"
Announces the Appointment
Of
Walter Kaner Associates
NEW YORK
TO DIRECT
PUBLICITY AND PROMOTION
IVON B. NEWMAN
VICE-PRESIDENT



Teddy Bear growing up

This baby bear weighed only 11 ounces at birth and was bottle-fed. Now he's eating ice cream out of a container. And soon he'll be so grown-up that he'll be yelling for big chunks of meat.

We've watched a lot of advertising campaigns grow up on W-I-T-H. You can do such *big* things on W-I-T-H with a *little* bit of money!

You see, W-I-T-H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H!

So if you want low-cost results in Baltimore, just call in your Headley-Reed man and get the whole W-I-T-H story. And do it today!

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

IT'S ABOUT TIME

THAT RADIO COUNTED THE ENTIRE HOUSE

Radio ratings until now have measured *only* the use of radio sets in the home. Everyone knows that there is considerable listening to the radio out of the home—in automobiles, at work, in bars and restaurants, and many other places.

For the first time *all* out-of-home listening in a community has been measured—*PULSE has done it for New York!*

For the first time PULSE has done it, using a common base so that out-of-home listening can be combined with at-home listening to obtain the TOTAL MEASURE OF THE RADIO AUDIENCE!

The size of the out-of-home audience ranges hourly from 3 percent to 58 percent of the at-home audience. Advertisers are going to find exciting, *additional* value in *certain* times, programs and stations.

On an over-all average, out-of-home listening adds 19 percent to the at-home audience each quarter-hour on weekdays, and 24 percent on Sundays. In effect, the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at-home. The PULSE study of out-of-home listening reveals that radio's actual audience is considerably larger and, therefore, its cost is considerably lower. It is high time for radio to claim *full* credit for its total audience—*out-of-home* as well as at-home.

Write for your copy of the detailed findings of the *first* comprehensive measurement of the radio audience—"Report No. 1 TOTAL RADIO LISTENING IN THE NEW YORK AREA."

WNEW

1130 ON YOUR DIAL

WNEW, 565 FIFTH AVENUE, NEW YORK 17, N. Y.

Mutual, Gillette Sign World Series, 7 Years

(Continued from Page 1)

United States, Hawaii, Alaska, Canada, Cuba and Latin American countries. These games will also be made available to the U. S. Armed Forces Radio for shortwaving to Army posts and ships at sea throughout the world.

Mutual and Gillette also have been granted the right to meet any offer for television rights for next year, which the Commissioner may receive.

Sponsored Series 11 Years

Gillette has sponsored the World Series in cooperation with Mutual for the past eleven years, the All-Star Games for three years, and tele for the past three years.

Chandler said that his negotiations with radio since he became Commissioner will benefit baseball upwards of two and a half million dollars. The baseball players Annuity and Insurance Plan, adopted in 1947 by the baseball club owners and the Commissioner's office, will be specially benefitted.

Washington Bureau of RADIO DAILY

Washington—NAB this week will send members special reports on the new baseball broadcast rules and on TV progress.

The baseball supplement, including the new amendments in the broadcast rules, along with a memorandum from Commissioner A. B. Chandler and excerpts from the Department of Justice release on the subject, is prefaced by a note from the NAB legal department. It points out that the amendment of the rules "has gone far toward the opening to broadcasters of a source of program material formerly severely restricted."

Five Maps Included

The television supplement contains five maps showing interconnecting facilities between TV stations throughout the United States and the cities with operating stations, as well as those under construction.

WLAW, Lawrence, Plans In-School Pgm. Series

Lawrence, Mass. — "Pan-American," a new series of 15-minute weekly broadcasts designed for in-school listening by fifth and sixth grade pupils, will be launched on WLAW, Lawrence, on Tuesday at 10:45 a.m.

Bulletins announced the programs have been mailed by the Massachusetts State Dept. of Education to libraries, educators, parent-teacher groups, social agencies and other organizations in the area. The programs will consist of dramatic sketches highlighting the traditions of New England and those of the Latin American republics. They will be written and directed by Eleanor Hall, executive secretary of the Pan-American Society of New England.



Mainly About Manhattan. . . !

● ● ● **WEEK-END CUFF NOTES: Several of the big time colleges following in the footsteps of pro football in barring TV. (They still insist it fractures the gate). . . . Big complication in the rhubarb between CBS-TV and the Bklyn Dodger ball games next season is that the web wants full night-time rates for the arc light games . . . Torchlight Productions, Inc., establishing an annual award to be presented each year to "the person, or organization, who has done the most to promote the betterment of race relations within the field of American theater." . . . Ed Gardner has to import U. S. musicians when he does those Puerto Rico-based programs. Thus ruled Caesar. . . . Jerry Colonna has a video series but he's having trouble peddling it. The price ain't right. . . . One of the big talent outfits planning to cut scripters of TV shows in on the package instead of just the usual salary arrangement. . . . Now that Berle's flicker is being previewed at Lindy's, Geo. Wright wonders who directed it—Preston Sturgeon? . . . Xavier Cugat turning over half of his royalties on his latest Columbia disc, "Thrill Me," to Buddy Clark's widow. Buddy did the vocal on it. . . . Incidentally, Metronome's 65th ann'y issue, out today, will include a tribute to the late singer by his pal, Geo. Simon.**

☆ ☆ ☆ ☆

● ● ● Several months ago, Dan Seymour yielded to the pleas of his three youngsters and bought a television set just for them, making everybody happy with the arrangement. Dan and his wife watched the shows of their choice on one set, while the kids were busy with the Westerns, etc., on theirs. Yesterday, however, he got a new demand. It seems the three kids can't agree on what to watch and they're holding out now for separate sets.

☆ ☆ ☆ ☆

● ● ● **THEY SAY: "Post-war TV is the engineering botch of the century. To jockey TV back into a position where it could realize its stunning potential would render obsolete almost a billion dollars worth of equipment."—Lawrence P. Lessing, in Fortune mag. . . . "Watch for a new deal regarding the broadcast and telecast of future World Series. The revenue from the pact will almost equal the amount brought in by ticket sales."—Dorothy Kilgallen. [See lead story. this issue] . . . "Hollywood is not as bad as people think. but the pictures are."—Orson Welles.**

☆ ☆ ☆ ☆

● ● ● PUN-LINES BY TIM MARKS-MAN: A lot of TV ideas are being nipped in the budget. . . . Experiments prove that cannibals don't care for TV. They prefer their actors in the flesh. . . . A certain actor dreamed all night about bicycles. Now he's having himself cyclo-analyzed.

☆ ☆ ☆ ☆

● ● ● **SMALL TALK: Say what you will about those rootin,' tootin,' shootin' Westerns on video, songstress Nancy Kenyon sez you can't deny that televiewers get a bang out of them. . . . Ted Granik arranging to fly one of the speakers for next week's "American Forum of the Air" session to Washington from Sweden. . . . Romolo De Spirito, new tenor sensation, opening tonight at Place Elegante. . . . Thanksgiving is still a few weeks off, sez Al Nevins, of the 3 Suns, but he's already spotted several turkeys on video. . . . Publicist Walter Kaner's "B'way to H'wood" column, now appearing in 17 papers, has added two Queens dailies. . . . Jeff Clark, the Hit Parader, being wooed by two record companies. . . . Add thumbnails: Jack Carter, on "Cavalcade of Stars"—comedy a la Carter.**

☆ ☆ ☆ ☆

● ● ● Sportscaster Guy Lebow handed Lisa Kirk a box of chocolates the other p.m. "No, thanks," sighed Lisa, "I've got to watch my figure." "You mean," retorted Guy, "that you get a kick out of watching it, too?"

WNEW Denies Charge Of Unfair Firings

(Continued from Page 1)

dispute between the ACA and the IBEW, each of which claims to represent a majority of WNEW's engineers.

According to William Bender, vice-president of the ACA's broadcast departmen his union took to the air via the balloon route after WNEW declined to sell the ACA time to tell its story. The ACA has held contracts with WNEW for 12 years, but the station refused to negotiate a new contract when the last pact expired on Sept. 30, Bender said. "Despite the solemn pledges of WNEW officials that the working conditions and jobs of the engineers would be secure, two of the men were summarily fired without cause two weeks ago," he said. The men who were discharged are Sol Pfeffer and Kenneth Haile, the union said; the ACA is demanding their reinstatement.

The text of WNEW's statement on the matter follows:

"This is a jurisdictional dispute between unions. IBEW, an AF of L union, claiming to represent a majority of our engineers, filed a petition with the National Labor Relations Board which has called a formal hearing. ACA, a CIO union, also claims majority representation. Under the law, there is nothing we can do but remain neutral and wait for the National Labor Relations Board to determine which union is the proper collective bargaining agent. In the meantime, we cannot negotiate with either union on any subject. As soon as any union is certified by the National Labor Relations Board, we will negotiate for a contract with that union. It would be illegal for us to take sides with either union and, therefore, we can make no additional comment."

Religious Radio Leaders Meet Tonight In Albany

Albany, N. Y.—The Rev. Edward C. Parker, program director of the Protestant Radio Commission, and the Rev. Charles H. Schmitz, radio chairman of the Syracuse Council of Churches, will speak here on Tuesday at the fourth annual Capital District Institute of Religious Radio, to be held in Cavalry Methodist Church.

Radio executives, clergymen, and laymen from Albany, Schenectady, and Troy will attend the Institute, which opens tonight. It is sponsored jointly by the State Council of Churches, the Albany Federation of Churches, and the Troy and Schenectady Councils of Churches.

Grauer For Swayze

Ben Grauer will handle the election night commentary on WNBT, New York, instead of John Cameron Swayze, as previously announced, NBC said on Friday.



SEE PAGES 775 to 793

FOR A COMPLETE CATEGORY ON

MUSIC

GIVING PERFORMING RIGHTS SOCIETIES & OTHER USEFUL INFORMATION

ONE OF 1001 SUBJECTS COVERED IN THE

RADIO ANNUAL & TELEVISION YEAR BOOK for 1949

Say 'Language' Radio Slows Americanizing

(Continued from Page 1)

band. He called for the rejection of bids from Beacon Broadcasting Company, Boston Radio Company, Bunker Hill Broadcasting Company and Joseph Solimene.

Major stockholders of the Pilgrim Company are Frederick W. Roche and Richard Maguire, legal partners in Boston, each of whom holds 10 per cent of the stock. The other 80 per cent is divided among 20 individuals, including Arthur Haley, time salesman of WBMS, who would be general manager.

Among the directors of other applicant companies was James E. Markham, formerly Alien Property Custodian here and general counsel to the FDIC. Markham is now in private law practice and for several years was a stockholder in WEMP, Milwaukee. Markham owns 51 2/3 of the stock in Boston Radio Company, with John H. McNeil, former manager of WJZ, New York, and now manager of commercial operations for the DuMont TV net holding one third the stock of the company.

Applicant Naturalized Italian

Solimene, a naturalized Italian who has for some years run foreign-language shows on WCOP and WMEX, Boston, had proposed a substantial foreign language schedule for his station. Examiner Hutchison observed that Solimene's plans seemed primarily commercial in intent, with little intent to "familiarize (foreign-language groups) with the history, traditions and cultural development of this country." He found "of dubious merit" the proposal "to use their native languages as a medium to encourage such groups to learn English.

"English is recognized as the official language of the United States," he said, "and is spoken predominantly in all sections of this country including the city of Boston. Ample opportunity, therefore, exists for persons of all ages and stations in life in this area to become familiar with English through their daily personal, business and social intercourse with native American inhabitants."

Sees "No Real Necessity"

He said he sees "no real necessity" for radio appeals to foreign language groups. Moreover, it appears to be fallacious reasoning to assume that such groups which have not already been assimilated into the political and social life of this country would be aided in that direction through the broadcasting of foreign language programs for their entertainment, information and convenience. On the contrary, he said, "we believe that, in general, such programs may tend to destroy all incentive to learn English, to anchor these groups to the traditions, customs and institutions of the countries from which they are derived and to foster in them a consciousness of racial separatism which is not conductive to assimilation into our national life or indeed consistent with the American ideal of nation-wide unity of all groups and classes of citizens on an equal basis.

"For the benefit of those groups of foreign extraction who possess any knowledge of English, it would appear therefore to be far more desirable to use this language as the medium for broadcasting educational and other public service programs, as well as those which are commercial in character, in order to improve their proficiency therein, rather than resort to their native tongues for such broadcasts. For the relatively small number of persons residing in Boston who may not have yet shown sufficient initiative to learn the established language of this nation, there is no argument so persuasive as the whip of necessity to compel these inhabitants to familiarize themselves with that language."

WANTED

Gentleman in radio needs a room in midtown or village two nights a week. Will not use it week-ends. Write Box 283.

RADIO DAILY

1501 Broadway New York, N. Y.

★ THE WEEK IN RADIO ★

Small-Market Nat'l Spot Biz Gaining

By AL JAEGGIN

NATIONAL spot business for small-market stations in 1949 is expected to exceed that of last year, according to the opinions of broadcasters who attended the NAB's 2nd District meeting at Asbury Park, N. J. Frank Burke, editor of RADIO DAILY, who personally attended the various sessions, pointed out that an awareness of "the highly competitive business of commercial broadcasting in many cities of New York and New Jersey" brought a turnout of about 150 broadcasters.

About 200 other broadcasters broke all attendance records at the NAB's 1st District meeting at Boston. At the opening session there, district chairman Harold E. Fellows described the turnout as "an excellent demonstration of the vitality of radio." He pointed out that "radio is a prosperous, growing business despite the expansion of TV."

Radio's progress during the past 29 years was described as "the most phenomenal growth ever recorded in a single industry" by the NAB report issued last week to coincide with the opening of National Radio and Television Week. . . . Concrete evidence of this continued growth was contained in the financial report released by the board of directors of CBS. That report disclosed that the web's gross income increased from $70,904,806 for the first nine months of last year to $74,607,071 for the same period of 1949. The network's net income, however, decreased from $3,010,446 to $2,003,812 for the two comparable nine-month periods.

Another chunk of network business was chalked up by MBS when Gillette Safety Razor Co. signed on the dotted line for the sponsorship of the Army-Navy Football game, Nov. 26, over the full web. Gillette also picked up the tab on gridiron classic over the NBC-TV network. . . . Longines-Wittnauer Watch Co. signed with CBS for a special hour-long simulcast for Thanksgiving Day. . . . Elgin-American compacts signed a 90-minute all-star Thanksgiving variety show on NBC. . . . Ford Motor Co. signed with CBS for two daily pickups of the United Nations General Assembly sessions, beginning today. . . . Radio receiver sales in Canada during July totalled 42,800 units with a value of $2,847,000 compared to the comparatively low 20,300 units sold for $1,290,600 during the same month of last year. . . . Although the sales and net income of the Philco Corp. for the third quarter of 1949 fell off sharply because of Summer vacation shutdowns, the president of the firm, William Balderston, said that the "marked improvement" which started in September continued through October. . . . Foote, Cone & Belding International Corp. has started to expand in South America, following the completion of "working arrangements" with seven Latin American advertising agencies.

IT&T sold WKAQ, San Juan, P.R., to Angel Ramos for $325,000. Ramos is the publisher of "El Mundo," the island's largest newspaper. . . . The Yankee Network leased two of its stations, WAAB at Worcester, Mass., and WMTW at Portland, Me., to John A. Baybutt of Boston. . . . Eleven stations controlled by three major networks were put on temporary licenses until March 1, 1950, by the FCC until the complaints against the webs acting as station representatives can be decided. . . . The National Assn. of Radio Station Representatives issued, free of charge, to agencies and advertisers the first comprehensive analysis of comparative time costs on 1,874 stations in 1,160 places throughout the country. The book, known as "The Spot Radio Estimator," was compiled under the direction of NARSR managing director, T. F. Flanagan.

FCC Chairman Wayne Coy reported that the blast and resultant fire in Washington's Post Office building caused less severe damage to FCC files then at first believed. The Commission went "back into business," with hearing schedules re-activated on Thursday. However, the announcement said that it looks as if the FCC law department offices will not be re-opened for many months. . . . Earlier in the week, the FCC filed its answer to the networks' complaints on the "giveaway" edict. The Commission's answer denied that the ruling would "cause irreparable injury or any injury in law" to the webs. It declared that the rules were "duly adopted as a reasonable exercise of the statutory authority of the FCC, conferred upon it by Congress."

Earle McGill Is Dead; Was RTDG President

(Continued from Page 1)

were "Columbia Workshop," "American School of the Air," "Report to the Nation," "Town Crier," and "Reader's Digest."

During the recent war he directed many programs for the Army, and visited the European and Pacific war theaters, in addition to directing the Stage Door Canteen programs for the American Theater Wing. The last two programs he directed were "Smithsonian Institution," and "Journey at Sunrise," both for the Voice of America.

A Founder Of RTDG

McGill was one of the six founders of the Radio and Television Directors Guild. He was a graduate of Yale University, and a member of the Yale Club, the Executive Council of the American Theater Wing, and the American National Theater Academy.

He leaves a son, Douglas, a student at Yale, a sister, Elsa McGill, and a brother, William. Interment will be at New Haven, Conn., his birthplace.

WCBS Lands Sponsors For AM-TV Election Cover

(Continued from Page 1)

sponsored on the CBS radio and television networks in 1948, but this is the first time a local campaign has been sponsored on both communication mediums.

Top CBS radio and television news correspondents will participate in the election coverage, which will include interviews at the different headquarters and in WCBS studios.

Gen. Bronze Buys Brach

The General Bronze Corp., Garden City, New York, has announced acquisition of the L. S. Brach Manufacturing Corp., Newark, N. J., producer of automotive radio antennas, television antennas, and other equipment. The latter firm will be operated as a division of General Bronze.

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of

TELEVISION OWNERS

in all important TV markets.

$18.75 per M names, addressed on your envelopes

DUNHILL

INTERNATIONAL LIST CO.

565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

Section of RADIO DAILY, Monday, November 7, 1949 — TELEVISION DAILY is fully protected by register and copyright

GOV'T STATISTICS TO INCLUDE TV

TELE TOPICS

THE YOUNGER Alexandre Dumas, we believe, once termed his "Camille" a mere potboiler. The accuracy of his description was best demonstrated Thursday nite when CBS unveiled a new bi-weekly produced and directed by Bob Stevens, titled "Romance." Adapted by Halsted Welles, "Camille" was cut to a half-hour and transferred to this country, circa 1923. Marguerite became a ballerina residing in Greenwich Village and Armand became "Dillon Whitelaw," a student at Princeton. Thus brought closer to home in both space and time, the production served only to heighten the corny aspects of the tear-jerker, with the result that it seemed more like a third-rate soap opera than adult drama. . . . Production-wise, the show was on a par with the best the medium has to offer. Stevens knows how to stage and direct a program as well as just about anyone now operating. Film was tastefully used, an elevated camera angle was most effective, and the entire show had as much action as the script allowed. Ruth Ford, as Marguerite, tried too hard, it seemed in spots, but Richard Hylton, who resembles singer Bill Lawrence, was very much the lovestruck schoolboy. Supporting players were Malcolm Keen, Barry Kroeger, Timothy Kearse, Dorothy Sands, King Calder and Nathan Adams. Three sets, all excellent, were by Henry May.

●

BONNY MAID VERSATILE VARIETIES folding after the installment of the 18th. "The Black Robe" will move into the Friday, 9 p.m. spot on NBC on the 25th. . . . Klaus Landsberg, West Coast director of Paramount Television and manager of KTLA, is personally directing one of the station's more popular shows, "Latin Cruise," weekly half-hour originating at the Country Club Hotel in Hollywood. . . . BBD&O and ABC hosted a celebrity party at the Elysee Theater last nite to mark the first anniversary of "Celebrity Time," bankrolled by Goodrich. . . . WOR-TV has begun an intensive promotion campaign to associate the station's call letters and channel.

●

AWARD FOR the "best annual report to stockholders on film" by "The Financial World" has gone to Hal Roach studios for "Prospects Unlimited," TV film made for Union Oil Co. of California through Foote, Cone & Belding. . . . Paul Tripp, "Mr. I. Magination" on CBS, will narrate his "Story of Celeste" when it is performed by the N. Y. Philharmonic Symphony at Carnegie Hall Nov. 19. . . . Carl King has been signed as narrator for a new series of fairy tales by Tele-Art Films. . . . Kudner agency sent out kerosene storm lanterns to the press Friday as a reminder of "Lights Out," sponsored by Admiral.

Para. To Do Pickups On CBS UN Coverage

Eastern TV department of Paramount Pictures will handle the pickups of the UN General Assembly which will be carried by CBS under sponsorship of Ford Motor Co. beginning today. Para will supply cameras and crews, under the supervision of Richard Hodgson, director of technical operations, and also will record portions of the proceedings for showing on the screen of the Paramount Theater.

Entire series, which runs until the end of the year, will be under the general supervision of Edmund Chester, CBS news director. Robert Bendick, special events chief, will be in charge of production, and Frank Schaffner will direct.

Lyman Bryson, CBS public affairs counselor, and Larry Leseur, UN correspondent, will share commentary and interview assignments.

Facilities and personnel of the UN public information department will be made available for production assistance on the programs, which will be recorded and distributed by the UN to other member states.

O'Brian Joins Atlas

Robert W. O'Brian has been appointed vice-president of Atlas Television, it was announced yesterday by Harry Brown, president of the firm. O'Brian formerly did promotion and publicity for WRGB, Schenectady.

Comparative Tests Postponed For Week

Washington Bureau of RADIO DAILY

Washington — The FCC decided Friday to postpone the comparative TV demonstrations slated for next Monday for one week. Rejecting DuMont's proposal that the November demonstration be cancelled, the Commission ordered a one-week delay in order to give the parties more time to prepare. Details of the demonstration could not be learned Friday, with efforts still under way to devise some means whereby the matter to be sent out over the RCA, CBS and DuMont signals can be nearly identical as possible.

Will Use Former OPA Building

The receivers will be set up in temporary building, formerly the home of the Office of Price Administration.

Traviesas, Of CBS, Named To Head TBA Committee

Herminio Traviesas, sales service manager of CBS-TV, has been named chairman of the TBA commercial operations committee, it was announced on Friday by J. R. Poppele, president of the trade organization.

Traviesas' committee has been working on a standard rate card form and standard facilities contract for the past year and both are expected to be completed this year.

Establishes Video As Vital Factor In U. S. Life

Washington Bureau of RADIO DAILY

Washington—New recognition of the emergence of TV as a major consideration in the thinking of American families was seen here Friday as the Bureau of Labor Statistics announced it will hereafter compile data on video receiver purchases and service as a part of its cost-of-living surveys. The move is part of a general revision to modernize the studies, which cover 34 large cities.

BLS director Ewan Clague said Friday the survey, hereafter to be known as the Consumers' Price Index, requires certain modernization if it is to be kept abreast of the times. He said it had already dropped silk stockings for nylon as a significant item and that it is dropping ice-boxes for mechanical refrigerators. Data on sound radio receivers is not being dropped.

The TV expenditures will apparently come under the "home appliances" category, rather than as expenditures for amusement.

Studies will get under way next week in Baltimore, Birmingham, Boston, Cincinnati, Detroit, Jacksonville, Memphis, Minneapolis, Mobile, Portland, Me., and St. Louis. The other 23 cities will be surveyed by next March.

Tennis Pickup Sponsored

Coverage by WOR-TV of pro tennis matches featuring Pancho Gonzales, Jack Kramer, Frank Parker and Pancho Segura Nov. 9 will be sponsored by Local Chevrolet Dealers Association, through Campbell-Ewald agency. Originating from Westchester County Center, program will be the first, and perhaps only pickup of the pro troupe in the area.

Huhn Joins WFIL-TV

Philadelphia — Austin O. Huhn, former production supervisor of WPIX, New York, has joined the staff of WFIL-TV as a producer. He has had 11 years experience in AM-TV production and has had professional experience on the stage and in motion pictures.

WPIX Sells Hockey

Sixteen home games of the New York Rovers hockey team at Madison Square Garden will be sponsored on WPIX by Sunset Appliance Stores, through Arnold Cohan agency. Sunday afternoon pickups begin Nov. 13. Guy LeBow will be behind the mike.

The Week In Television

FCC Kills Hope For Early End To Freeze

The FCC virtually killed all hope for an early lifting of the freeze when it announced that it will hold additional color hearings and tests in February, postponing all action of allocations until completion of the color question. Two of the three companies slated to appear in comparative demonstrations Nov. 14 asked postponement of the tests. RCA said that technical difficulties would prevent them from participating on schedule, while DuMont urged that the test be put off until February.... Dr. Allen B. DuMont took the stand at the hearing to state that commercial color is ten to 15 years away. Both DuMont and his research chief, Dr. T. T. Goldsmith, Jr., were subjected to sharp questioning, especially by Commissioners Jones and Hennock. . . . A. D. Dunton, CBC board chairman, said TV in Canada is "wide open" for private broadcasters but none has shown much interest. Later in the week, however, he revealed that eight applications for stations had been received. . . . Zenith also joined the anti-color group, stating that there is not in existence today a color system with which "both the public and the industry could live."... Ford Motor Co. signed to sponsor daily pickups of the UN General Assembly over CBS. . . . Special Thanksgiving Day programs were set on NBC, by Elgin-American, and on CBS, by Longines-Wittnauer.

Commission Selling Called Best Pay-Plan

(Continued from Page 1)

town personalities rather than local salesmen. He declared that he favored the out-of-towners because they seemed more effective in their selling to local merchants.

Another advocate of commission salesmen was Paul Alger of WSNJ, Bridgeton, N. J. Alger, unlike Cassell, expressed a preference for local resident salesmen and said he felt they did a better job in their market. His station pays 20 per cent commission to salesmen.

Offered By Si Goldman

The survey which provoked the discussion was offered by Si Goldman, WJTN, Jamestown, N. Y. Goldman had queried 12 representatives of small-market stations in various sections of the country on their sales setup. One conclusion reached in the survey was:

"The method of compensation for salesmen preferred by most stations is straight commission, with 15 per cent being the most prevalant percentage; 64 per cent pay on a straight commission basis and all but two pay the straight 15 per cent. One that doesn't, pays 20 per cent on the first $1,000 and 10 per cent on everything after that. Four stations that don't pay straight commissions, pay salary-and-commission or salary and bonus. In each of the four cases, there is a different plan. One station pays three per cent plus salary ranging from $50 to $60 per week. Another pays $75 to $90 in salary plus bonus based on net earnings. Another pays $60 per week with a percentage of net profits at the end of the year. The other pays $60 per week plus 10 per cent on new business."

Goldman explained that generally speaking, most small market managers handle the sales manager's duties and functions.

Kaye Talks On BMI

The second district meeting heard Sydney Kaye of Broadcast Music Inc., give a progress report on BMI's popularity in the popular music field. They also received a report from Kolin Hager, of SESAC, on the company's plans to enlarge their popular music catalogue and to do some aggressive promotion in this field after the first of the year.

All of the sessions of the second district meeting were "grass roots" approach of sales and operational problems. The broadcasters were impressed with the presentation of Maurice Mitchell, director of Broadcast Advertising Bureau, and following the session they discussed informally the future of the BAB operations. Some feel that this service should remain an integral part of NAB's operations and others forecast it is inevitable that the bureau will become private business enterprise at a latter date.

If BAB leaves the NAB fold, one broadcaster said, the very structure of NAB will be in jeopardy. He added that NAB needs the new sales and public relations gimmick to sustain its vitality as an industry organization.

This question as well as the future of Broadcast Measurement Bureau will be problems for the NAB board to solve when they meet on November 15.

The usual resolutions passed at district meetings were adopted and the second district group agreed that Michael Hanna, director of WHCU, Ithaca, N. Y., had done an excellent job of setting up a constructive business session for the group.

WBAL
means business
in Baltimore

COAST-TO-COAST

New WCOP Quiz Show

Boston, Mass.—"You Can't Lose," new WCOP quiz show presented in cooperation with the United Council on World Affairs will be emceed by Sam Gould. Listeners are invited to send in questions, which will be used as the basis for the weekly current events quiz. The program is aired over WCOP every Tuesday evening at 9:45 p.m.

Two "Reps" Appointed

Perth Amboy, N. J.—A. De Laski, sales manager for Circle "X" Antenna Corporation, has announced that J. E. Smith, Dallas, Tex., has been appointed manufacturer's representative for the states of Tex., Arkansas, Oklahoma, and Louisiana; and J. K. Rose & Co., Chicago, Ill., has been appointed to cover the states of Ill. and Wis.

WSPC Cancer Drive

Anniston, Ala.—WSPC went on the air for funds to buy a motorized wheel chair for 13-year-old Bennie Hollingsworth, whose leg had to be amputated because of cancer. Members of the "Top of the Morning Club" heard about it and generously responded. Bennie received the wheel chair, a dog, and a $3,000 cancer relief fund was given to the people of Anniston.

New Talent Find

Hartford, Conn.—Four teen age musicians have been selected as the "talent find" for the week of Nov. 7, and they will perform several of their selections on all locally-produced shows on WDRC during this week. They're known as "John Pagani and his Three Sharps." John plays the accordian; Frank Tamiso, the drums; Bob Tanguay, the sax; and Don Cooke, the guitar.

WCCO Music Awarded

Minneapolis, Minn.—"Let's Listen to the Classics," half-hour program of classical music presented Monday through Friday at 11:30 p.m. over WCCO, received the 1949 Phi Beta award for outstanding contribution to fine music and speech on the air. Award was accepted by Ed Viehman, originator of the program, and Robert A. Schmitt, representing Paul A. Schmitt Music Company, sponsors of the program.

Kennedy Appointed WTTM Post

Trenton, N. J.—WTTM announced the appointment of Malcolm E. Kennedy to its sales staff. Kennedy was formerly connected with Station WIP, Philadelphia, and Station WKDN, Camden.

Stork News

A seven-pound eight-ounce daughter was born to Mrs. Rush Sawyers at Memorial Hospital Oct. 27th. Father is chief engineer for station WDVA, Danville, Va.

WITH Owners Acquire Balti. Home News

(Continued from Page 1)

offices will move to the WITH Building at 7 East Lexington Ave. R. C. Embry, vice-president of WITH, has been named vice-president and general executive of the Home News Company. Howard A. Burman, publisher of the Home News, will remain as vice-president.

Tinsley said that plans to widen the circulation area of the paper, and to expand its editorial coverage, are now under discussion, and that additional announcements will be made later.

CBS Adds Copywriter

David H. Luhmann has joined the copywriting staff of the CBS C-O promotion service effective immediately. Luhmann previously was associated with Johnson & Johnson, pharmaceutical manufacturers of New Brunswick, N. J., where he served as assistant advertising manager of the Ethicon Suture Laboratories.

the nation's most
distinguished flight



"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood*," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 26 NEW YORK, WEDNESDAY, NOVEMBER 9, 1949 TEN CENTS

NBC'S TV-DEPT. NOW SEPARATE ENTITY

To Be Headed By Vice-Pres. Weaver; Two Other Organizations Readied To Administer Sound, O & O

Newsmen Gathering For Nat. Convention

An advance guard of the National Assn. of Radio News Directors arrived in New York earlier this week to wrap up arrangements for the NARND's annual convention, which will open at the Commodore Hotel on Friday and continue through Sunday, Nov. 13.

The NARND board of directors will hold its first pre-convention meeting tonight at 8, and will meet intermittently throughout Thursday. Visits by NARND members to United Nations headquarters at Lake

(Continued on Page 8)

Sale of Farnsworth Held Legal By Court

Fort Wayne, Ind.—Sale of Farnsworth Television and Radio Corp., Fort Wayne, Ind., to International Telephone & Telegraph Co. was held valid in a recent (10-28) 31-page opinion given by Judge Luther M. Swygert in U. S. District Court at South Bend.

The decision came as a result of a suit by Robert W. Kenny, Los Angeles, a Farnsworth stockholder, seeking to void the sale. Salient

(Continued on Page 2)

FCC's 'No' To WJR Plea Upheld By Capital Court

Washington Bureau of RADIO DAILY

Washington—Right of the FCC to refuse to hear WJR's objection to its granting a permit for a new station on the 760 band in Tarboro, N. C. was upheld Monday by the United States Court of Appeals for the District of Columbia. Last spring the court had sent the case back to the Commission on appeal from

(Continued on Page 6)

AWB Resolution

A resolution urging perpetuation of the Association of Women Broadcasters by the NAB was adopted by the district meeting of AWB in New York on last Saturday. The resolution was sponsored by Dorothy Lewis of United Nations, former director of women's activities at NAB and one of the organizers of the women broadcasters group.

Script Service

A new script service is being provided to women broadcasters on a monthly basis by the Public Relations Department of Barnard College, women's undergraduate unit of Columbia University in New York City. Two scripts of about two minutes each in length will be provided to every subscribing commentator on an exclusive gratis basis in her city. Material covered will include college anecdotes, information on current topics gleaned from visiting lecturers and members of the College faculty, miscellaneous items about student activities, and trends of particular interest to women.

MBS Sets 6-Mo. Long Adv. Drive In Trades

Full-scale plans for a six-month long major advertising campaign involving two-page spreads in the trade press, starting the week of Nov. 21, have been completed by the Mutual Broadcasting System, it has been announced by Robert A. Schmid, MBS v-p in charge of advertising, promotion and planning.

The series is designed to promote

(Continued on Page 2)

Religious Video Workshop To Be Held At Syracuse

Syracuse, N. Y.—Plans for this year's first national religious television workshop, to be held here from Nov. 13 through Nov. 18, were

(Continued on Page 2)

Women's-Show Info Needed, AWB Told

"All agencies and all time buyers need more information about women's programs," and when such data becomes available, "your next week's pay check might be bigger," Linnea Nelson of J. Walter Thompson told a panel discussion during the weekend conference of the Association of Women Broadcasters.

Miss Nelson pointed out to the

(Continued on Page 6)

WTPS On "Unlimited"; Other Activity At FCC

Washington Bureau of RADIO DAILY

Washington — The FCC has announced that it has reconsidered and granted the application of WTPS, New Orleans, to extend its hours from daytime to unlimited on the 940 band. The one-kilowatt power the station uses in the day-

(Continued on Page 2)

WMGM Sells Basketball To Five Local Sponsors

WMGM, New York, will carry the complete 1949-1950 schedule of the New York Knickerbocker pro basketball team, under the joint sponsorship of Adler Shoe Stores, Buddy

(Continued on Page 2)

Separation of NBC's TV network operations from other departments and activities of the web into their own integrated and self-contained organization headed by Sylvester L. (Pat) Weaver, vice-president in charge of tele. was announced Monday by prexy Joseph H. McConnell.



WEAVER

Long rumored in the trade, the announcement was the first official action to be made public following a thorough study of all NBC operations by the efficiency firm of Booz, Allen and Hamilton. Two similar organizations on the

(Continued on Page 7)

TBS, Kermit Raymond Salvage Plan Drafted

Details of a plan whereby Howard G. Barnes, New York radio producer, will form a new corporation to take over the assets and operations of the Transcription Broadcasting System, Inc., and Kermit-Raymond Corp. were disclosed on Monday by a spokesman for the creditors.

Associated with Barnes in the new corporation is Ray Bloch, head of Ray Bloch Enterprises, New York. The jointly-operated firms of TBS

(Continued on Page 8)

Sees Theaters Outbidding Nets For Exclusive TV Sports Rights

St. Louis—About 25 "good-sized theaters," interconnected and equipped for large-screen TV, "can compete successfully for exclusive television rights to outstanding sports events," Nathan L. Halpern, TV consultant to Theater Owners of America and Fabian Theaters, said here yesterday.

In an address before a convention of theater owners, Halpern pointed out that "the profitable future" of theater tele "lies in exclusive programs available only in the theater. In fact," he continued, "theater television cannot be properly tested for results until it is fed with exclusive programs."

Since only 25 of the 17,000 theaters in the country could sew up national TV rights, "with the equipment and interconnection of about fifty good-sized theaters, it will be-

(Continued on Page 7)

Cantor's Campaign

Eddie Cantor, emcee of NBC's "Take It Or Leave It," launched his sixth annual "Give-a-Gift-To-the-Yank-Who-Gave" Christmas campaign on Sunday's broadcast. Each Christmas shopper is asked to buy a gift for a hospitalized veteran. The gifts will be collected and distributed by the American Legion, Jewish War Veterans, and Catholic War Veterans.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Andrew H. Dider, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
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Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*November 7*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7⅞	8	.....
Admiral Corp.	28½	28	28⅜	+ ⅝
Am. Tel. & Tel.	146	145⅜	146	+ ⅝
CBS A	25	24⅜	24⅞	+ ½
CBS B	24⅝	24⅜	24⅝	+ ½
Philco	30⅞	30¼	30⅞	+ ½
Philco pfd.	80¼	80¼	80¼	+ 1
RCA Common	12⅜	12⅛	12⅛	— ⅛
RCA 1st pfd.	74¼	73½	74	+ ¾
Stewart-Warner	12½	12½	12½	+ ⅛
Westinghouse	28⅜	27⅞	28¼	.....
Westinghouse pfd.	101⅞	101⅞	101⅞	.....
Zenith Radio	28¾	28¾	28¾	.....

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅝	2½	2⅝	— ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab	20¼	21¼
Stromberg-Carlson	13¾	15

WMGM Sells Basketball To Five Local Sponsors

(Continued from Page 1)

Lee Clothes, Dynamic Stores, Nedick's, and the New York World-Telegram.

The Knicks will play 29 games at home and 18 away, opening their season against Indianapolis in Madison Square Garden on Thursday. Marty Glickman will do the play-by-play account.



WTPS On "Unlimited"; Other Activity At FCC

(Continued from Page 1)

light hours will be halved after sunset.

The Commission also granted two unlimited time stations, with 250 watts power, to the Clinton County Broadcasting Corp., Plattsburg, N. Y. and the Cloquet Broadcasting Corp. Cloquet, Minn. The former will be on the 1340 kc band, at an estimated cost of $18,943, and the latter on the 1450 band at an estimated cost of $10,399.

Texas Company Gets Permit

Daytime-only authorizations were announced for the Colorado City Broadcasting Company, Colorado City, Texas, to operate on the 1320 band with 500 watts power at an estimated cost of $19,547, and for the Missouri Central Broadcasters, Jefferson City, Mo., to operate on the 900 kc band with 250 watts at an estimated construction cost of $14,000.

The Commission also granted a permit for a new non-commercial FM station to operate on Channel 203, with the licensee the Texas Trade School, in Dallas.

Religious Video Workshop To Be Held At Syracuse

(Continued from Page 1)

announced today by the Protestant Radio Commission.

More than 15 national church officials will be instructed on the use of television as a religious educational medium in the course of the conclave. The Rev. Everett Parker, director of the Protestant Radio Commission, summarized the situation thus: "churches had missed the boat on learning how to produce good religious broadcasts and had awakened to this fact 20 years too late. It is our job to see that church leaders learn to help television stations produce outstanding religious television programs."

Brand Name Spots

The Brand Names Foundation has sent to all U. S. stations a kit containing 25 spot announcements ranging in length from 35 seconds to 50 seconds, which plug the theme that brand-name advertising helps to provide better goods at lower cost.



Sale of Farnsworth Held Legal By Court

(Continued from Page 1)

points in the court's opinion were (1) there was no evidence of Farnsworth officials having a personal interest in the sale or of failing to present the facts to the stockholders; (2) the cost of the proxy campaign was judged as not being excessive; (3) despite invalid proxies, a majority were above reproach; and (4) on the stockholder vote on dissolution of the Farnsworth firm, the court held it was not necessary for shareholders to vote on the issue.

Kenny's attorneys charged in the trial last August that ballots were improperly counted when the sale decision was made. This suit in Federal Court was the third unsuccessful attempt by Kenny and Harry Hecht, both stockholders, to block the sale. The two men filed suits which were heard in the New York Supreme Court last April, but both were dismissed.

Phillips To Run WSGW, New Saginaw Station

Saginaw, Mich.—Robert W. Phillips, formerly with WSAM, Saginaw, has been named general manager of WSGW, a new station scheduled to begin operations here next spring. He has been active in radio in the northeastern Michigan area since 1939.

MBS Sets 6-Mo. Long Adv. Drive In Trades

(Continued from Page 1)

the medium of network radio, particularly Mutual's web operations. A new trade character, known as "Mister Plus," has been designed to dramatize the campaign pictorially. The character, which will appear in each of the ads, will stress the campaign theme, "The Difference is Mutual."

Among the basic differences to be highlighted in the campaign will be "lower time costs, more homes delivered per dollar, maximum flexibility in arranging hookups to match market distribution, and free 'where to buy it' cut-in announcements."

WCAU Names Kelly

Philadelphia — John T. "Chick" Kelly, publicity director for WCAU and WCAU-TV for the last two years, has been named commercial representative for WCAU-TV, reporting to Alex Rosenman, vice-president in charge of sales. Robert N. Pryor, WCAU promotion director, will take the additional duties of station publicity, with the title of director of promotion and publicity. Robert L. Klaus, former managing editor of TV Digest, has been added to WCAU's promotion and publicity department.

"Ladies and Gentlemen.."



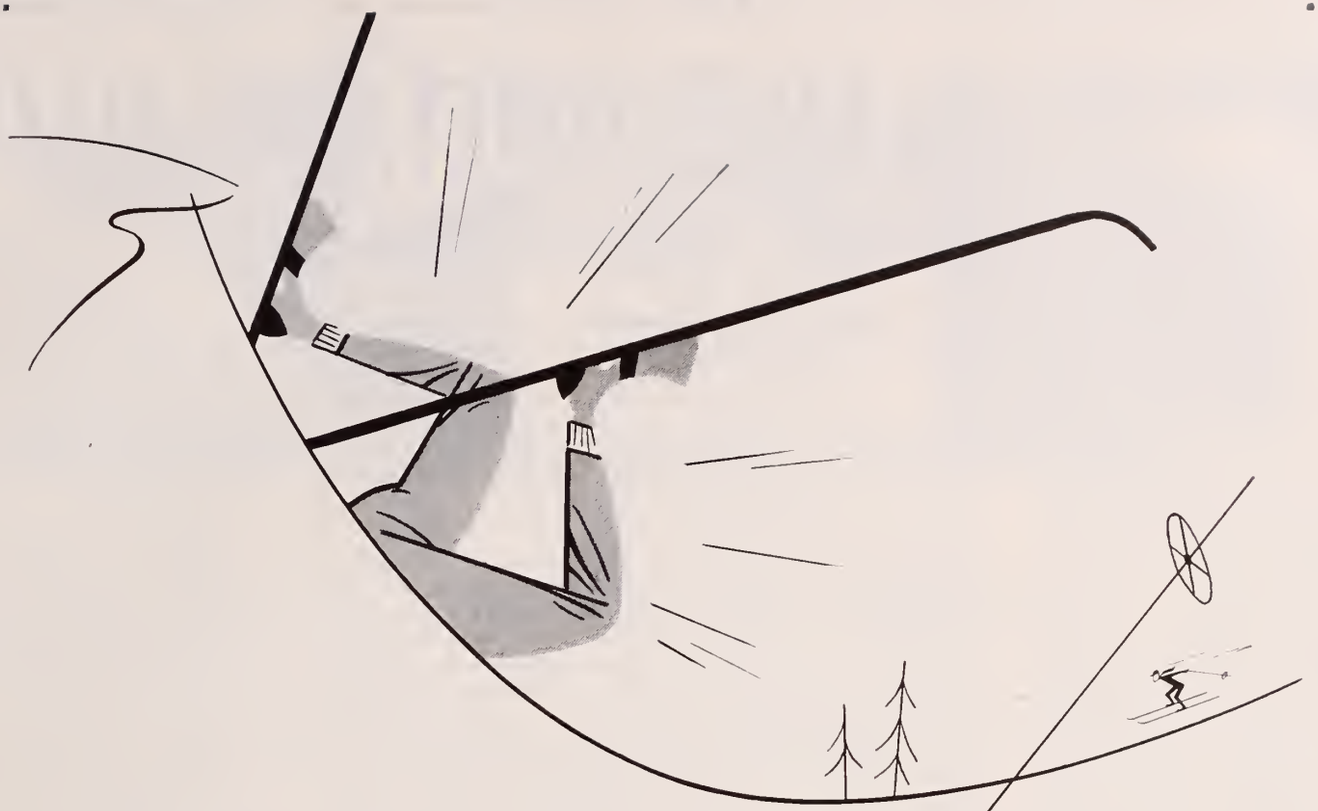
Here's the convention hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. *It takes audience to give meaning to any message.*

If you remember that when you buy radio in Baltimore, you're bound to end up with W-I-T-H. W-I-T-H gives you audience — big, steady, interested audience at rock bottom cost-per-listener.

W-I-T-H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed



That's penetration



Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to...

WLW	Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to Midnight	—22 minutes
327 minutes—6 AM to Midnight	—52 minutes

WE REPEAT, *that's penetration!*

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
630 Fifth Avenue, New York 20, N. Y.
360 North Michigan, Chicago 1, Ill.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February - March, 1949

when you want penetration you want

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

SOUTHWEST

NEW WRR, Dallas, personnel includes Virginia Baker in copy department, John Wolfe in sales, announcer Eddie Hill, and Grover Herring, Al Welch, and Charlie Froman in the engineering department.

"The Chuck Wagon Gang," sponsored by Bewley Mills through Glenn Advertising began its 18th year on the air this week and its 12th year on WBAP-570, Fort Worth, and the Lone Star Chain. Talent on the show is the four member Carter family.

WBAP-TV, Fort Worth, moves up its sign-on time Monday through Friday to 4:00 p.m. for two hours of live studio programs. From 6:00 p.m. to sign off time remains unchanged with ABC, NBC, studio and remote programming.

"Foremost Young American's Club," aired on WBAP-570, Fort Worth, (11:30 a.m. Saturday) since May, moved out of radio into television November 5. The program is an audience participation-talent program for children, sponsored by Foremost Dairies through Albert Evans Advertising, Fort Worth. Television version will run alternating Saturdays 5:45 to 6:15 p.m.

Moral to untelegenic sportscasters: Bud Sherman, sportscaster for WBAP-TV, Fort Worth, who handles wrestling, high school football, etc., received the following note from Smithfield, Texas: "I used to swoon at the sound of your voice, but that was long before the night they turned the camera on you. Since then, I just don't care anymore. 'Heartbroken'."

Latest set count released through Harold Hough, director, WBAP-TV, Fort Worth, for the Fort Worth-Dallas area, is 20,800 sets as of November 1. The station keeps close tabs on the sets through dealer and distributor connections and a free weekly television schedule mailing to home set owners.





California Commentary. . . !

● ● ● Could the Mexico City visit of Frank Stanton, president of CBS, have any bearing on the TV planning of Emilio Azcarraga's planning? . . . it is known that Prexy Stanton will visit with the Mexican radio-movie tycoon, and maybe they'll discuss an interchange of TV film. . . . Azcarraga is said to have some definite ideas about a TV transcription network that might become international in scope. . . . Rumored that NBC's coast television personnel will undergo some changes in the reorganization of the web's operational departments. . . . Ronson Lighters will sponsor a new weekly musical variety program, "The Johhny Desmond Show," over the full 271-station network of ABC starting Wednesday, Jan. 11, 1950. Contract runs for 49 weeks. Eleanor Engel will announce. . . . Gordon MacRae, the warbler and Mrs. MacRae are vacationing in New York, staying at the Waldorf, no less, where Gordon once was refused a bellboy job. . . . Jack Carson has booked a second airplane tour of veterans hospitals. This one takes him to Wymoing, Colorado, New Mexico, Oklahoma and Texas. . . . Garry Moore has turned down a thirty-minute sponsor for his daytime program. Bankroller offered a five-a-week backing if Moore would trim his hour to 30 minutes. Moore, who has Ken Carson and Ilene Woods helping him on the chore, refused. . . . Hal Sawyer's Hollywood TV show, "I'll Buy That," being eyed by national experts as a test of TV's selling power, is sold out, with three sponsors. Sawyer is starting another similar program within a month.

Hollywood

☆ ☆ ☆ ☆

● ● ● Jo Stafford wound up an eight-day concert tour of the midwest by appearing at Purdue University, in Lafayette, Ind. She opens next at the Paramount in New York. . . . Doris Day will guest on Railroad Hour over NBC when "No, No, Nanette" is aired. . . . Ben Gage has telecast his final "Ben Gage Show" over CBS-KTTV and will now prep his two new video packages, "Backstage with Ben" and "Milestones in Showbusiness." . . . Allan Jones and Irene Hervey will guest on Milton Berle NBC TV program in New York on Nov. 15th, when they return from England after a seven-month concert tour. Stint will mark first U. S. appearance of act on state-side TV. . . . Beginning Nov. 15th, Art Linkletter's "People are Funny" show will be taped for four consecutive broadcasts. Guedel, show's producer, feels that there will be greater advantage in taping "People are Funny" because it will allow greater latitude for Art's great ad lib talent. . . . Jimmy Wakely plays the Fox Theater, Detroit for one week starting Nov. 11th, before going into the Thunderbird Hotel at Las Vegas. . . . Sara Berner is taking on title of featured vocalist with due notice to Dinah Shore and Doris Day, Sara vocaling in dialect on Jack Benny Show, Bob Hope Show, and on the Jimmy Durante Program. . . . Larry Kolpack, of Larry Finley Productions returned to Hollywood after a lengthy tour making a survey of radio and TV stations. . . . Larry Parks, Maxie Windsor, and Stan Laurel highlighted the sequence of Erskine Johnson's "Hollywood Reel" over KECA-TV, Hollywood, Nov. 2, at 7:30 p.m., P. S. T. . . . Comedian Jack Marshall, back from his stint in Salt Lake and is the first actor set for Estelle Taylor's second series of "Taylored Lady" fashion featurettes, which will again be filmed on 16mm for TV release. . . . Marc Lawrence, who portrays ganster roles on radio, TV and the screen, has reported to MGM for his part in "Asphalt Jungle," produced by Arthur Hornblow and directed by John Huston. . . . Fran Warren, Broadway show singer and recording artist, joined the Henry Morgan show as featured vocalist on Friday, Nov. 4th.

CHICAGO

By HAL TATE

BEN ROGERS of the Veterans Administration has been transferred here from Washington, D. C. He'll be the information service representative for radio and television for Illinois, Indiana and Wisconsin. Rogers has already cut three "Here's to Veterans" shows at the local Universal Recording studios for January release. Featured in this 14th series will be Orrin Tucker, Jack Fina and Buddy Moreno. G. I. loans and hospital priorities are plugged by the bandleaders in the forthcoming series.

Radio and TV actress Kay Westfall has been signed for a starring role in "The Golden Gloves Story" currently being filmed in Chicago by Central National Pictures. James Dunn has the leading male role in this boxing yarn which is being produced by Chicagoan Carl Krueger for Eagle-Lion release.

'Fix It' To Greystone

The Greystone Press has signed for sponsorship of "Mr. Fix It," quarter-hour weekly program of home repair suggestions, on CBS, Saturday, 2:30-2:45 p.m., starting Jan. 7, on behalf of Popular Mechanics Complete Book of Home Repairs. H. B. Humphrey, Inc., New York, is the agency.

Available!

Western Echoes, five-day a week KMBC-KFRM feature at 5:30 p.m., stars the Rhythm Riders. These four young vocal-instrumentalists have been featured on network programs and their



arrangements of western and popular tunes are extremely well received. They have a large following in the Heart of America, and their personal appearances in the area win new fans every week.

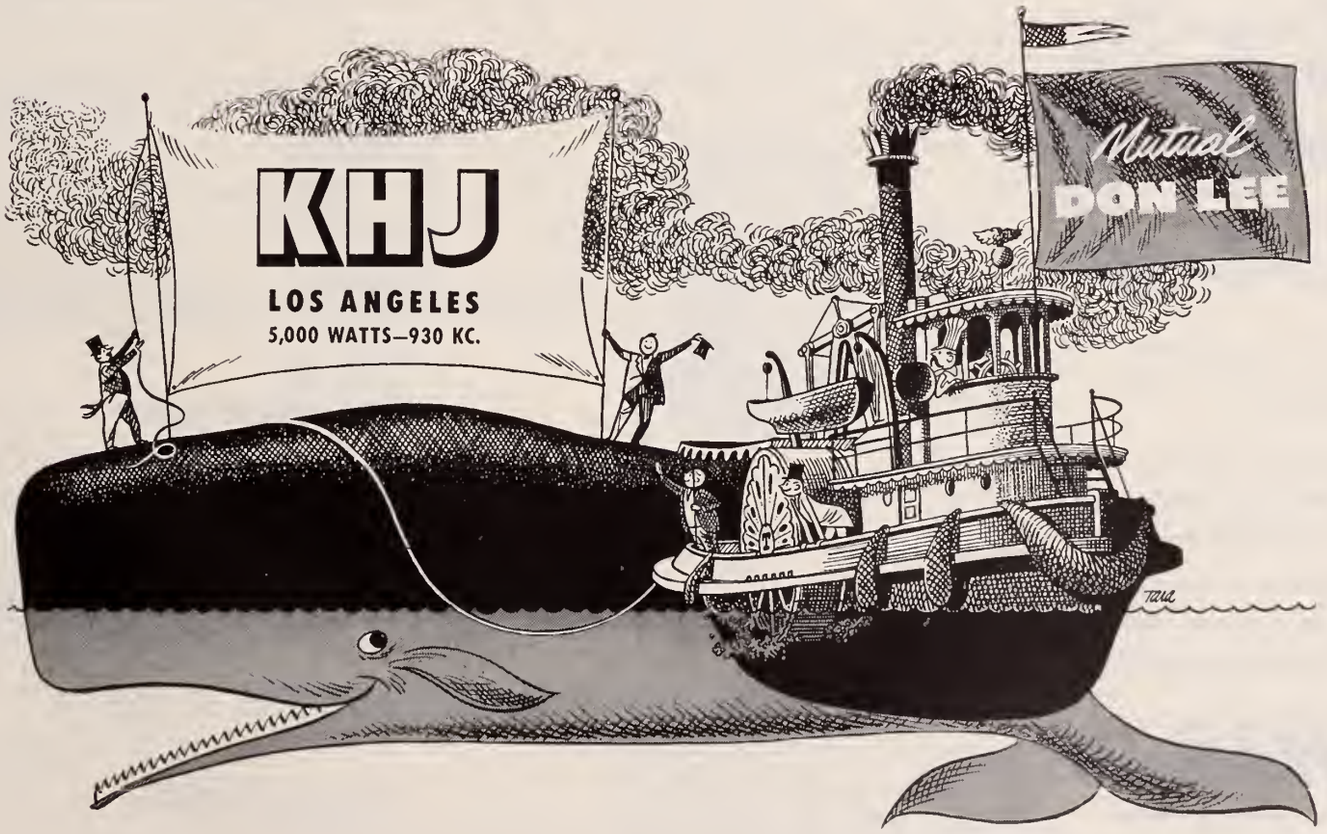
Satisfied sponsors have included Grove Laboratories, Allbritton Motors, and other local accounts.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas



FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles... Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation's Greatest Regional Network.



Represented Nationally by JOHN BLAIR & CO.

SAN FRANCISCO

By NOEL CORBETT

LLOYD E. YODER in from KOA, Denver, in town to referee the Denver U-St. Mary's game at the Lodi Grape Bowl. Sid Strotz, NBC veepee up from Hollywood. He'll round-table with Yoder and John Elwood while here.

Taylor Graves, New York stage and radio actor home-towning and doing a featured role in "Finian's Rainbow."

The Chronicle and local dealers are giving away twelve television sets. No box tops, no nothing—just fill out a blank "I want a television set, because. . . "

It is a small world. Edna Fischer and Arch Le Roux put out a recording of "Small World." Then, in checking through the KSFO record library they found another tune by the same name. Further check found that song titles can't be copyrighted. Fact of which makes Edna and Arch muchly relieved.

Bob Moore's KEEN disc show is proving a winner with Bay Area listeners. He plays records from every era, which he has gathered over a period of years.

The First Savings and Loan Association of Oakland is now sponsoring "Musical Dividends" on KNBC Tuesdays and Thursdays at 7:30 p.m.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a *sure identification* of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 · BALTIMORE, MD.

Info On Women's Programs Badly Needed, AWB Is Told

(Continued from Page 1)

AWB delegates that there is a growing recognition that women broadcasters are for the most part sales people, not only talent. She said that she as a time buyer, finds it difficult to obtain information of the markets covered by women's programs throughout the country and their effectiveness as selling media.

Maurice Mitchell, director of the NAB's broadcast advertising bureau, also speaking on the general topic of "This Week's Pay Check," declared that the woman's program is essentially a "framework for advertising" and that the "woman broadcaster is in reality a commercial announcer who has the peculiar ability to deliver a personal recommendation," as one person would deliver to another. He reminded the conferees that if women broadcasters are going to be effective salesmen for their clients, they should concentrate some of their efforts on learning about their sponsors' problems.

Sally Work, the district chairman, greeted the women broadcasters after which Gertrude Grover took over as moderator of the first session. Barbara Welles of WOR described what a woman broadcaster does, in answer to Who Earns It And How, pointing out that the half-hour on the air is the least of the work entailed.

Alma Dettinger of WQXR outlined the woman broadcaster's relationship with her sponsor. Mary Eileen Ranney of WROW, Albany, cited other illustrations as to how the woman broadcaster must not only supplement the work of the salesmen, but actually be the saleswoman not only for her program, but for her station.

The guests at the luncheon included Lloyd George Vennard of the Edward Petry Associates and Mrs. Elizabeth Colclough, program manager of "Town Meeting of the Air." Network and station representatives at the luncheon included Adolf N. Hult, vice-president in charge of sales, Mutual Broadcasting System; Sterling Fisher, manager of public affairs and education, NBC; J. R. Poppele, vice-president of WOR and president of Television Broadcasters Association; Miss Bette Doolittle, acting executive secretary of the AWB; Mrs. Gertrude Zorbaugh, assistant secretary, ABC; William C. Ackerman, director of reference department, CBS; George Wallace, manager, sales promotion AM-TV, NBC; Mrs. Dorothy Lewis, United Nations; Miss Sally Work, WBEN, chairman, District 11, AWB, and Mrs. Doris Corwith, NBC, chairman of the conference.

Official hosts at the cocktail party for women broadcasters were Mr. and Mrs. Elliott Sanger, WQXR; Robert A. Schmid and Roy Danish, MBS; J. R. Poppele and Julius Seebach, WOR; William Moore, WBNX; Gordon Graham, WCBS; Thomas McFadden and Don Norman, WNBC; and Miss Grace Johnsen, ABC.

The committee in charge of the convention included: Doris Corwith, NBC, chairman; Dorothy A. Kemble, Mutual, vice-chairman; Ruth Trexler, ABC; Alma Dettinger, WQXR; Linnea Nelson, J. Walter Thompson; and Agnes Law, CBS.

FCC's 'No' To WJR Plea Upheld By Capital Court

(Continued from Page 1)

WJR that its rights were not being properly regarded.

The Detroit station, also on the 760 band, had complained of interference from the North Carolina grant. When the Commission refused to grant it oral argument of the interference claim, appeal was taken to the court. Last spring the Commission returned the case to the FCC with the admonition that more consideration be given WJR, and asking for the facts in the case.

Monday the court held that WJR's license was not adversely affected and that, on the merits, there was no reason to upset the Commission grant. The court made it plain that it does not feel the Commission is obliged to hear every party claiming to be affected by any of its actions.

AGENCIES

WIN C. GOULDON has joined the publicity department of Benton & Bowles, Inc. He was formerly with The Mutual Broadcasting System and the New York Daily News.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of Boris I. Moroz to its creative copy staff in the Detroit Division.

THE WASHINGTON LOAN & TRUST COMPANY, one of Washington's largest and oldest banks, has just appointed Kal, Ehrlich & Merrick Advertising, Inc., to place its advertising.

ARTHUR PINE ASSOCIATES have been appointed by Gund Manufacturing Company, makers of stuffed toys, to handle their publicity-public relations in all media.

WALTER KANER ASSOCIATES, have been engaged to direct publicity and promotion for WVNJ, Newark.

H. B. LEQUATTE, INC., has been named by the Throwsters Group of the National Federation of Textiles, to promote the use of twisted nylon in making women's hosiery.

LES HAFNER & C. F. VETTER, JR.

announce

PRODUCTION STAGES 1, 2, 3 and 4

now in operation

at

MOTION PICTURE STAGES, INC.

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TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC SEPARATES TELE FROM AM

TELE TOPICS

ABC'S HUGE NEW STUDIO in the converted stable on West 66th street was shown off to best advantage Sunday nite in the debut of the Paul Whiteman Goodyear Revue. The spaciousness of the studio combined with striking backgrounds by James McNaughton enabled producer Tony Stanford to mount a variety show that was, overall, as entertaining as anything on the air. In addition, two dance numbers were staged by Valerie Bettis in such a grand manner, although only six dancers were involved, that they gave the impression of monster production numbers in a Hollywood musical. Excellent camera work, concentrating on depth instead of width, gave the dances a scope and three-dimensional effect that were truly exciting. Whiteman's music was full and rich and the maestro handled his between-act chores in a most pleasing manner. Junie Keegan, his singer, is a 13-year-old with wistful expression and velvety voice. Guests Eddie Albert and Allyn McClerie were charming in a number from "Miss Liberty," while Darla Hood and the Enchanters offered an amusing bit of vocalizing. Program closed with Charles Laughton reading from "Of Time and The River." His stirring interpretation made Wolfe's beautiful prose come alive, and almost made us forget that he was solo on camera for almost five minutes. . . . Program is scripted by George Faukner, directed by Wm. H. Brown, Jr., with Ward Byron producing for ABC. Middle commercial was all fouled up as cues were missed right and left. Agency for Goodyear is Y&R.

•

WPIX CUTTING BACK again, plans to axe about five shows. Staff cuts already under way and include flack Bob Rodgers and producer Jack Balch plus several cameramen and engineers and others. . . . Wyllis Cooper, one of the best writers in all radio, has joined CBS-TV as exec producer-director-writer. He's working on a new dramatic series to include his own work and that of other writers. . . . WNBT dropped the Hank McCune show, filmed in H'wood by Showmanship, Inc., on short notice because station execs were disappointed with print quality.

•

CBS PLANNING a new dramatic series based on the Edna Ferber-George S. Kaufman play, "Stage Door," to follow the pattern of "The Front Page." Web also building a comedy seg around Al Bernie for airing in the Wednesday, 9:30-10 p.m. slot. . . . Backstage at the Whiteman preem, an impromptu whistling concert by Adolph Green, who was waiting for his wife, Allyn McClerie, and makeup man Herman Buchman attracted the attention of Pops and the rest of the cast. They were whistling Brahms' Double Concerto.

George Frey Named Director Of Video Sales; Smith To Head Operations; Blackburn To Coast; Wile In N. Y. Production As Assistant To Weaver

(Continued from Page 1)

same administrative level as TV, one for sound broadcasting and the other for owned-and-operated stations, are now being formed, McConnell said.



SMITH

It is expected that executive veepee Charles R. Denny, Jr., will be chief of AM activities, with the top post for stations still to be filled. James Gaines is now director of o. & o. outlets.

In the new TV organization, George Frey manager of Eastern sales for AM and TV, becomes director of sales for tele.

It also is believed that Harry C. Kopf, now administrative veepee in charge of sales, will be named to the top radio sales post.



FREY

Other top execs working under Weaver in the new set-up are Carleton D. Smith, who continues as director of operations; Frederic W. Wile, Jr., assistant to Weaver, who becomes director of production, and Norman Blackburn, national program director, who moves to Hollywood as head of TV network operations.

Blackburn, who has had considerable experience in motion pictures, will begin work at once to develop TV formats for NBC's top AM stars and other Hollywood personalities, Weaver said.



WILE

The following departments will report to Smith, Weaver announced: controller, headed by J. R. Myers; film syndication, Russell Johnston; production services, Fred Shawn; station relations, Sheldon B. Hickox, Jr., and technical operations, Robert E. Shelby.

Under Frey will be grouped time sales, with Edward Hitz as eastern sales manager; Eugene Hogue, midwestern sales manager, and program sales, headed by Robert W. Sarnoff, formerly national manager of program production.



BLACKBURN

The following departments will report to Wile: new program development headed by Fred Coe; talent, Carl Stanton; program production, with the following producers: Richard Berger, William Garden, George McGarrett, Victor McLeod, Roger Muir and Ernest Walling, and continuity acceptance.

Sees Theaters Outbidding Nets For Exclusive TV Sports Rights

(Continued from Page 1)

come possible to program exclusive television entertainment regularly in the theaters," he said. "From this number of theaters, more money can be made available, plus profit, for program production than is paid out today for any regular entertainment program in television. These financial facts underscore the sound economic structure for building theater television."

To assure the development of theater tele, Halpern said, "it is necessary and desirable" for the film industry to seek allocation of channels from the FCC. Unless this is done quickly, the industry "is in danger of losing them by default," he added.

Halpern reported that four theaters in the country now have TV equipment installed and that an additional six to eight theaters expect to install TV in a few months.

Manufacturer Urges Color Tests In Homes

Arco Electronics, distributors of electronic components, on Monday outlined to the FCC a plan which, the firm claimed, "would enable 250,000 'fan experimenters' to assist in trial and error testing of proposed systems of color television."

The firm proposed that the Commission "order" proponents of color television systems to provide color telecasts in major metropolitan markets "for a minimum number of hours per day," so that "interested individuals" could test their signal.

Arco's letter to the FCC said in part: "In the course of direct testimony during the past few weeks, members of the Commission have repeatedly sought a way to determine whether the color systems now being proposed would be accepted by the public. . . . We are proposing that the Commission rely for advice on the judgement of 250,000 experimenters. . . . "

Arco added that it "and several hundred other qualified firms," are prepared to provide essential parts and components, either in separate form or in "knockdown" kits, for the use of "fan experimenters."

New Air Time High Claimed By WLW-T

Cincinnati—An all time high of 11 hours and four minutes of daily programming during October has been reported for WLW-T for what is claimed to be one of the most extensive schedules offered by any station in the country. The report was prepared by Don Miller, head of the Crosley research department.

Figures for October showed a daily increase of three hours and six minutes over the previous month, and five hours and 52 minutes over the figures recorded for the station six months ago. The increase is accounted for by the inauguration of coaxial cable service and increased local daytime programming by the station.

Local programming averaged six hours and 54 minutes daily, or 62.2 per cent of the station's total air time. A daily average of four hours and 42 minutes of this time was of studio origin, while films averaged one and a half hours daily. Despite the scheduling of local football contests, remotes averaged only 16 minutes per day.

Network service accounted for 37.4 per cent of the total hours on the air during October.

Newsmen Gathering For Nat. Convention

(Continued from Page 1)

Success have also been arranged for Thursday. The publicity firm of Carl Byoir and Assoc. will act as hosts at an NARND cocktail party to be held at the Commodore from 6 to 8 p.m. tomorrow.

Miller to Speak

The convention opens officially with registration at 9 a.m. on Friday. A business session is scheduled for 10 a.m., with NAB President Justin Miller speaking at 11:30 a.m. Afternoon speakers include Benjamin Cohen, assistant secretary-general of the UN, speaking at 2 p.m. Friday; Edwin S. Canham, editor of The Christian Science Monitor, speaking at 2:15 p.m., and Robert K. Richards, NAB public relations director, speaking at 3 p.m. A panel discussion on "Disaster Preparedness," with network news chiefs participating, is slated for 3:15-5 p.m. From 5 to 7 p.m., on Friday, INS will host a cocktail party for NARND delegates at Toots Shor's restaurant.

TU Panel Planned

Topping Saturday's agenda is a television panel, 9:30 a.m.-12:30 p.m. with Ad Schneider, director of TV for NBC, as chairman. Wilton Cobb, manager of WMAZ, Macon, Ga., will act as chairman for a panel on "Profitability of Professional Radio Newsrooms," 3:30-5 p.m. The United Press will host a cocktail party at the Commodore from 5 to 7 p.m. Gen. Omar N. Bradley and Edward R. Murrow are the featured speakers at the annual banquet, starting at 7:30 p.m., on Saturday.

A discussion of "What Will Television Do To News Broadcasts?," with Elmer Davis and Charles Hull Wolfe, of McCann-Erickson, will be held from 10 a.m. to 12 noon on Sunday. A business session will follow with final adjournment set for 12:30 p.m.

Ladner Leaves NBC

Henry Ladner has resigned as assistant to NBC's administrative vice-president, John MacDonald, to open his own law offices in New York. From 1935 to 1948 Ladner served as assistant general counsel in NBC's legal department, and for a brief period was acting general counsel.

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

COAST-TO-COAST

WWNI Aids School Band

Wabash, Ind.—WWNI hit the jackpot when Bob Williams, emcee for "The Bandstand," went on the air with a plea for people to donate money to send the Wabash High School Band on their last out of town football trip. In just a few minutes, more than enough money was pledged to cover this trip.

Family Partnership

Amarillo, Tex. — The FCC has granted transfer of 200 shares of stock in the Amarillo Broadcasting Co., from J. Lindsey Nunn to his son, Gilmore H. Nunn. In the transaction father and son become equal partners. There was no money involved in the deal.

Fire Safety Series

Portland, Ore.—"Firefighters," a syndicated program for youngsters was aired the first time over Westinghouse, KEX. Constructed on an educational theme, as well as entertaining feature of life in a metropolitan fire department, the Monday through Friday program is sponsored by the Grandma Cookie Company.

WCOP Halloween Party

Boston, Mass.—K. Thomas Call, local Swampscott man known to his friends as "Tito, the Magical Clown," was the featured attraction at the Halloween party given by Voltairine Block. In addition to the songs, games, and fun, Miss Block presented a program of comedy and magic with children in her WCOP audience taking part.

Meaney Named Director

Newark, N. J.—Don Meaney has been appointed director of news at WNJR. Meany was formerly a member of the news staff. He replaces Harry Nash, who was recalled to the staff of the Newark News, WNJR parent company.

Tennis Joins WORZ

Orlando, Fla.—WORZ announces the addition to its continuity staff of Melvin H. Tennis who came to the station after completing graduate work in radio writing at the University of Chicago.

Employment Service

Hartford, Conn.—Each weekday morning, on the 9:30 a.m., "This Is Hartford" program over WDRC, Chief Announcer Russ Naughton lists job availabilities submitted to the station. As a result, in the past few weeks since the "service" originated, 45 jobs have been filled.

Troxel Joins WTVJ

Miami, Fla. — Joseph R. "Dick" Troxel has joined the technical staff at WTVJ. Troxel formerly was a director for Southern Television Productions in Louisville, Ky., and also produced television shows for WATV in Newark, N. J. Troxel will replace James Loomis who left the WTVJ staff to enter an advertising firm.

Election News On WDRC

Hartford, Conn.—The facilities of WDRC and the Hartford Courant are being combined to broadcast Hartford municipal election results on November 8. WDRC is setting up a special election booth in the offices of the morning newspaper to broadcast a play-by-play of election returns, starting shortly after 6 p.m. This cooperative election effort between the station and the radio has been in effect for many years.

TALENT UNLIMITED—

Seek advertising agency connection—have had 20 years of creative and practical theatrical, radio and television production experience—now producing major network video show—prefer join medium-size general ad agency staff to round out background—age 40, personable. Box 284,

RADIO DAILY
1501 Broadway New York, N. Y.

TBS, Kermit Raymond Salvage Plan Drafted

(Continued from Page 1)

and Kermit-Raymond have been in financial difficulties since the sudden death of Ray Green, their chief executive, last summer.

A message to creditors sets forth as follows the terms of an agreement under which Barnes and Bloch hope to salvage the enterprise. "Mr. Barnes will make a capital investment to enable him to attempt the marketing of the programs. Under the plan the creditors will share in the proceeds received by the new corporation until each creditor has received 60 per cent of his respective claim or 40 per cent if paid within nine months."

A list of liabilities shows that TBS owes $32,684.63, and Kermit-Raymond $82,880.46, for an overall total of $115,573.09. Free assets of both corporations are described by the creditor's spokesman, Charles Lieb, as "negligible." Lieb's report to the creditors continues:

"The inescapable conclusion reached by the creditors committee was that the only hope of any salvage for creditors lay in the direction of the continued operation of the business. . . . The committee feels that this plan (whereby the corporation headed by Barnes will take over) offer the best hope for salvage."

Your Move?

North American Van Lines recently started a Sunday show on WOWO at 5:45 PM. Response to the *very first* program included one inquiry from a town 135 miles from Fort Wayne; another from an Iowa city. *Both led to sales!*

To keep goods and services moving in a big, broad, buy-minded Midwestern market (59 BMB counties).. tell your story on WOWO. For availabilities, get in touch with WOWO or Free & Peters. It's your move!

FORT WAYNE
ABC NETWORK
AFFILIATE
WOWO

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 27 NEW YORK, THURSDAY, NOVEMBER 10, 1949 TEN CENTS

NAB BOARD FACES MANY PROBLEMS

Cuba's Reply To NAB Says U. S. 'Hogs' Air

Washington Bureau of RADIO DAILY

Washington—Cuba has replied in blistering tones to the NAB proposal that American stations be permitted to discontinue protecting Cuban signals, it was learned here last night. In a letter bottled up at NAB headquarters, the Cuban government is said to have accused American broadcasters of trying to "hog" the airwaves and to use unfair pressures to force concessions from Cuba.

Occasion for the Cuban charges was the petition to the FCC and the State Department voted last month

(Continued on Page 2)

'House Party' Is Moving From ABC Back To CBS

"House Party," across-the-board audience participation show now heard on ABC for Pillsbury Mills, will move to CBS with the same sponsor starting Jan. 3, 3:30-3:55 p.m., Monday-Friday.

The program was heard on CBS from January, 1945, through January, 1947, and from December, 1947, through December, 1948. Leo Burnett is the agency for Pillsbury. "The Garry Moore Show," which now occupies the 3:30-4:30 p.m. slot on CBS Monday-Friday, will be heard 4-5 p.m. starting Jan. 3.

Radio, Stage Stars Cut Spots For Cancer Fund

The Cancer Welfare Fund, Empire State Building, New York, has announced the availability to stations of one-minute transcribed radio and television spots promoting the Can-

(Continued on Page 4)

Educational

Brookline, Mass.—The public schools of Brookline in cooperation with WVOM are scheduling a special series of educational programs this week in observance of American Education Week. Teachers and pupils both from grade schools and high schools are participating with the programs continuing throughout Saturday, November 12.

Sign Of The Times

The New York Times, in a postmortem election story yesterday, mournfully quoted a police official who blamed "radio and television" for the sparseness and apathy of the Times Square crowds on Election Night. The Times went to great lengths to flash election returns on the lightboard that girdles its building, and to rig up an elaborate system whereby the election's progress is signalled by a sweeping searchlight beam. The beam swept the sky on schedule but, The Times reported bitterly, "The pale groups in the Square were not even moved to cheer." It marked, said The Times, "the death of a tradition."

MGM Buys 285 Spots On 8 N. Y. Stations

MGM, in behalf of its new film production, "Battleground," is currently running what is described as the "biggest radio campaign given to a picture in New York during the past few years," consisting of 285 spots on eight Metropolitan stations: WNBC, WCBS, WJZ, WOR,

(Continued on Page 8)

Radio Shares Honors For Aid To Handicapped

Bob Hope and Don Quinn, writer for the Fibber McGee and Molly show, were honored Tuesday night in New York by the National Soci-

(Continued on Page 2)

Future Of BAB, BMB, TV Operations On Agenda Of Two-Day Session Opening On Tuesday

Washington Bureau of RADIO DAILY

Washington — When the NAB board of directors meets in Washington for a three-day session beginning Tuesday paramount among the problems coming up for disposition is the future of the new Broadcast Advertising Bureau, the disposition of Broadcast Measurement Bu-

(Continued on Page 4)

Sets-In-Use Increase Noted In Six Cities

The combined quarter-hour sets-in-use reported by Pulse, Inc., for the periods, Sept. 6-12 and Oct. 1, 2, 13, 14, 17, 18 and 19, increased in six Metropolitan areas and decreased in one city from the previous July-August report.

The combined average sets in use in Cincinnati, Boston, New York, Los Angeles, Washington, Chicago and Philadelphia increased from the 21.9 of the previous report to 23.0 in the present Pulse figures.

In Cincinnati, the average quarter-

(Continued on Page 8)

Receiver Tube Sales Show Increase In Sept.

Washington Bureau of RADIO DAILY

Washington—Receiver tube sales by RMA member companies went to 21,393,485 in September—the highest figure of the year, RMA said at the

(Continued on Page 2)

Benny Far In Front Of Pacific Hoopers

The October "Pacific Program Hooperatings" was led by Jack Benny in first place with 31.6 and Walter Winchell in second place

(Continued on Page 2)

100 Newsmen In N. Y. For NARND Confab

Approximately 100 radio and TV newsmen will be on hand when the annual convention of the National Association of Radio News Directors gets under way tomorrow at the Commodore Hotel in New York City, Sig Mickelson of WCCO, Minneapolis, president of the association, announced last night. He added that

(Continued on Page 4)

Hallicrafters, MBS Sign New Quiz Show, 52 Wks.

The Hallicrafters Co., Chicago, manufacturers of radio and television sets and electronic equipment, has signed a 52-week contract with Mutual for a new audience participation show, "Hollywood Quiz," it was announced yesterday by Ade

(Continued on Page 8)

Wrong Room

Governor Thomas Dewey thinking he was walking into Dulles headquarters at the Hotel Roosevelt Monday night found himself passing the time of day and discussing politics with Leonard Reinsch of the Cox stations, formerly radio director of the Democratic National Committee. Reinsch's room adjoined the Dulles suite on the seventh floor.

Johnson Urges FCC To Lift TV Freeze And Allow Color

Washington Bureau of RADIO DAILY

Washington — Shifting his earlier all-out color stand, Senate Interstate Commerce Committee Chairman Edwin C. Johnson, yesterday called for speed in lifting the TV freeze.

Johnson said that the Commission should map out broad general principles for the development of a color system, letting the proponents of the various systems go to work on the basis of these general principles. At the same time, he urged full speed toward opening of the UHF bands. It was believed that he sought the opening of the UHF bands at the same time as the setting of the broad general principles on color TV.

U. A. Sanabria, president of American Television, Inc., appeared before the Commission hearing on color TV yesterday and offered testi-

(Continued on Page 7)

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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360 No. Michigan Ave.
Phone: Randolph 6-6650

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Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(November 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 3/4	7 3/4	— 1/4
Admiral Corp.	29 1/8	28 3/8	28 1/2	+ 1/8
Am. Tel. & Tel.	146 1/8	145 7/8	145 7/8	— 1/8
CBS A	25 1/4	24 3/4	25	+ 1/8
CBS B	25	24 7/8	25	+ 3/8
Philco	31	29 3/4	29 3/4	— 1 1/8
Philco ofd.	80	80	80	— 1/4
RCA Common	12 3/8	12 1/8	12 3/8	+ 1/4
RCA 1st pfd.	74	74	74	
Stewart-Warner	12 1/2	12 1/4	12 3/8	— 1/8
Westinghouse	27 3/4	27	27 3/8	— 1/8
Westinghouse pfd.	99 3/8	99 3/8	99 3/8	
Zenith Radio	29	28 1/4	28 1/4	— 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
WCAO (Baltimore)	17	20
WJR (Detroit)	7 1/2	8

Receiver Tube Sales Show Increase In Sept.

(Continued from Page 1)

weekend, and well above the September, 1948, total of 18,444,588 tubes Of the overall total, 16,207,087 tubes were packed for new sets, 4,033,127 for replacement, 925,090 for export and 228,181 for government.

RCA INSTITUTES, INC.
A Service of
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One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
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No Paper Tomorrow

Tomorrow, November 11, is Armistice Day, celebrated widely as a legal holiday. In observance, RADIO DAILY will not be published.

Cuba's Reply To NAB Says U. S. "Hogs" Air

(Continued from Page 1)

by NAB's Distriet 4 meeting, at Pinehurst, N. C. eomplaining that some Cuban and Mexiean stations are not living up to the terms of NARBA. It was proposed that Amerian stations be permitted to extend their hours and power without regard to protecting the Cuban and Mexican signals.

In addition, the NAB petition suggested the use of eeonomie sanctions by the United States Government to force the Cubans and Mexieans to behave.

New WLIB Series

A new weekly program series titled "American Christians Present Israel" was launched yesterday by WLIB, New York, to be heard each Sunday from 4:45 to 5 p.m. Moderator for the series is Dr. Carl Herman Voss, chairman of the Exeeutive Council, Ameriean Christian Palestine Committee.

Radio Shares Honors For Aid To Handicapped

(Continued from Page 1)

ety for Crippled Children and Adults, in reeognition of their "outstanding service to the nation's handicapped."

Another citation went to the Needham, Louis and Brorby agency, and special awards were made to CBS and NBC. Fredric Mareh aecepted a certificate of appreciation for the motion pieture industry. Hope and Quinn wired telegraphic acceptance of their awards, which were announced at the Society's convention meeting in the Commodore Hotel.

Benny Far In Front Of Pacific Hoopers

(Continued from Page 1)

with 21.6, followed by "Charlie McCarthy" and "Fibber McGee & Molly" in third and fourth plaees, respeetively, both with 21.3.

Fifth and sixth plaees were filled by Red Skelton and "People Are Funny," both with a rating of 18.1 The remaining "First Fifteen" of Paeific Programs follows: "Radio Theater," 17.8; "My Friend Irma," 17.4; Bob Hope, 16.1; Horace Heidt Show, 15.9; "The Whistler," 15.3; Judy Canova, 15.2; Bob Hawk Show, 15.0; George Burns & Gracie Allen, 13.9; and "Our Miss Brooks," 13.8.

• faces • facts • figures • wins •

ALLEN BROWN'S CORNER



Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLEY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

WINS 50KW NEW YORK
CROSLEY BROADCASTING CORPORATION



"What's new, Emperor?"

That beautiful penguin on the right is known as an emperor. It looks as if his mate is asking him for the latest news.

There's big news in Baltimore for radio advertisers! Not only does W-I-T-H provide the biggest *home* audience per dollar, but it delivers a big *plus* audience besides! A recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H!

Get on this gravy train for low-cost results in Baltimore. Call in your Headley-Reed man and get the whole W-I-T-H story today.

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed



Mutual proudly announces that this network will broadcast the World Series and the All-Star baseball games exclusively for the next seven years. To the Commissioner of Baseball and to the Gillette Safety Razor Co. of Boston, sponsor of these sports classics, Mutual says "Thank you!"

Listener interest in America's No. 1 Sports Network will also be stimulated—all year round—by exclusive coverage of:

- ▶ Army-Navy Football, November 26, 1949 (Gillette Safety Razor Co.)
- ▶ All-Star Football, August, 1950 (Wilson Sporting Goods Co.)
- ▶ East-West Football, December 31, 1949 (Available)
- ▶ Blue-Gray Football, December 31, 1949 (Gillette Safety Razor Co.)
- ▶ 'Gator Bowl Football, January 2, 1950 (Available)
- ▶ Indianapolis Speedway, May 30, 1950 (Perfect Circle Piston Ring Co.)

plus:

▶ Championship Boxing ▶ Golden Gloves
▶ Top Horseracing

MUTUAL BROADCASTING SYSTEM

NAB Board Plagued With Many Problems

(Continued from Page 1)

reau and policy as it relates to the expansion of TV activities, it was learned yesterday.

Two schools of thought exist regarding the operations of BAB. Some directors think it should remain within the fold of NAB and others believe it should be set up as private enterprise and patterned after the Broadcast Music, Inc., operations.

Those who would retain BAB as a part of the NAB believe that the new sales and promotion service is vital to the industry organization if NAB expects to hold its radio membership. BAB, through Maurice Mitchell, director, has been emphasizing the service aspects of the new organization as it relates to radio sales and promotion of the district meetings.

BMB Future Hazy

The future of audience measurement service of BMB is even more problematic. BMB which is scheduled to present the Second Study next month is expected to fold as an NAB, AAAA and ANA operation around the first of the year and if it is to be continued in one form or another a decision must be reached at next week's board meeting. Under terms of the bureau operations, NAB, AAAA and ANA are reported to be liable for BMB operations for another year.

Up to this time NAB has not announced its complete policy on TV matters nor has arrived at a definite schedule of dues for TV members. It is said that NAB has been desirous of merging their TV operations with the Television Broadcasters Association but to date TBA has not been disposed to enter into such a deal. The prospects of NAB and TBA getting together will probably be explored further at next week's board meeting.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales–Rentals–Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Piracy-Copyright
INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive.
Carried Nationwide.
For details & quotations write
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg., Kansas City, Mo.



Windy City Wordage. . . !

● ● ● Michael Henry, ex-WBBM salesman may wind up as a legendary figure in the dramatic field, just as the late Hildy Johnson was immortalized in the newspaper field as a result of Ben Hecht's and Charles MacArthur's satirical newspaper classic, "The Front Page." . . . Mike is the central character in a new play called "The Peanut Whistle" which had its world premiere at the Peoria Players Theater, Monday night. . . . This satire of a 250-watt station operation was co-authored by Charles Barnhart, program director at WMBD, and Harry Gibbs, free lance actor and writer in St. Louis. Mike—he's called Mike Hiller in the play—as well as the two co-authors all worked together at a certain downstate Illinois station. . . . Chesterfield cigarettes will have their ears glued to the preem of Joe Franklin's Record Shop over WJZ Sat. morning at 11 ayem. They're considering bankrolling Joe's "Smoke Dreams" come January.

Chicago

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● ● ● Charles Caley, WMBD vice-president, leaves Peoria for Washington next week to attend the NAB board of directors meeting. . . . WMBD has one of the most modern, station set-ups in the country. A quarter of a million dollars was invested jointly by the station and the building owners in the new WMBD set-up which the station has now occupied for nearly a year. Still to be finished is a 350-seat auditorium which will probably eventually house WMBD's main television studio.

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● ● ● Like father like son. Edgar Bill's son, Howard, has gotten his feet wet in sales at Peoria, and will be sales director at WDZ, when the station, now at Tuscola, moves to Decatur December 1st. . . . It's a highly competitive situation in Peoria now with four stations in Peoria and one in Pekin fighting for the business in the Peoria area. . . . Fred C. Mueller, manager of WEEK, NBC outlet, is having a battle on his hands fighting the strongly entrenched WMBD set-up. . . . If Genial Tom Gavin's hair wasn't already white it certainly would be very soon. He took over as manager of WIRL, ABC outlet, about a month ago and he's been doing a bang-up job.

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● ● ● Miracle man of Peoria is Mike Henry, who left WBBM early this year, to take over as manager of WWXL, local indie. By concentrating on sports and special events, Mike has been able to make a dent in the Peoria sales picture. . . . Bill Kutch's WWXL is temporarily off the air, but he hopes to reorganize and be back on the air before the 60-day grace period given him by the FCC expires around Christmas. . . . Three ex-WMBD alumni, Ken Patterson, George Udry and Emil Prandoni—all engineers—each own a third of WSIV in Pekin and have so entrenched themselves locally that they now show a goodly quantity of black ink on their ledgers.

Radio, Stage Stars Cut Spots For Cancer Fund

(Continued from Page 1)

cer Welfare Fund Drive which starts Dec. 1.

Stations may obtain copies by writing for them at the address given. Transcriptions were made by Abe Burrows, Canada Lee, Henry Morgan, Mae West, Kay Armen, and Ray Bolger, among others.

Phila. Basketball Team Assigns Radio Rights

Philadelphia — Weightman, Inc., Advertising, has announced the acquisition of radio rights to all 1949-1950 games of the Philadelphia Warriers professional basketball club, on behalf of its client, the Sports Broadcast Network. The latter group includes more than 50 member stations.

100 Newsmen In N. Y. For NARND Confab

(Continued from Page 1)

the out-of-town newscasters will be augmented by another 50 representing the wire services and other news agencies in New York.

Among the early arrivals yesterday was Major Barney Oldfield, public information officer of the Robbins Air Force base at Macon, Ga. Major Oldfield is here as a military observer and to make contacts with broadcasters from Virginia, the Carolinas, Georgia and Florida, five state area covered by the Robbins Air Force base.

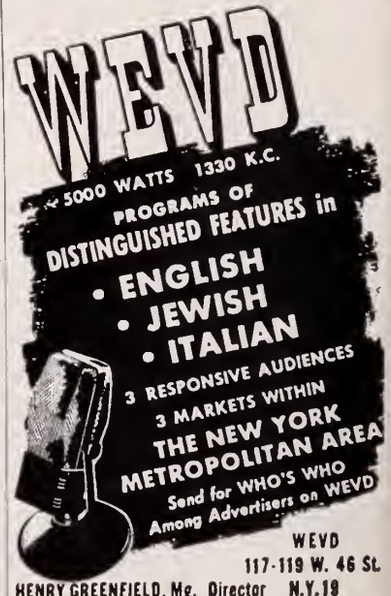

MICKELSON

Justin Miller, president of NAB, will speak at the opening session tomorrow morning. Judge Miller will be heard at 11:30 a.m. Speakers during the afternoon will include Benjamin Cohen, assistant secretary general of United Nations, Robert Richards, NAB public relations director and Edwin S. Canham, editor of the Christian Science Monitor.

A panel discussion on "Disaster Preparedness" is slated for 3:15 to 5 p.m. Network news chiefs will participate in this discussion.

Will Receive Citation

The Government of Haiti will present to Olga Druce, director of Mutual's "House of Mystery" a citation for "debunking" on her program the superstitions and voodooism often associated with the island. The citation will be presented by Consul General Roger Dorsinville of Haiti at a special luncheon, Nov. 16, Hotel New Yorker.



EVERYBODY IN

SHOW BUSINESS IS TALKING ABOUT LYLE STUART'S SIZZLING BOOK! HERE'S WHY...

MUSIC BUSINESS: "Wherever you go, you'll find music men and showmen talking about one thing: a book called 'God Wears a Bow Tie' by Lyle Stuart. Never before has a book been written with a genuine music industry background. This one is dynamite. Does more to point out the psychology of show business than anything ever before written."

ROBERT SYLVESTER: "As far as literature is concerned, this is certainly the theatre's biggest year. The most striking book is doubtless Lyle Stuart's new novel called 'God Wears A Bow Tie', which makes 'The Snake Pit' look like a health resort."

GEORGE FREEDLEY: "Journalistic, shocking novel about what might happen to a young newspaperman who ventures into the Broadway jungle. It makes exciting reading and you will get a kick out of it, obviously. Skipping the erotic passages, Mr. Stuart's novel is one of the most exciting and titilating to hit the stands in a long time."

RADIO DAILY: "A hard-hitting, fast-moving novel on showbiz with plenty of inside stuff and situations not too hard to recognize. A combination of The Hucksters and What Makes Sammy Run, radioites will be delighted at what Stuart DOESN'T say about them."

WALTER WINCHELL: "Tin Pan Alley would like it a heap if Lyle Stuart's book never came out."

NICK KENNY: "Causing many a blush between here and Tin Pan Alley!

DOROTHY KILGALLEN: "A spicy new novel about Broadway."

LOUIS SOBOL: "A peppery exposé of show business."

DANTON WALKER "Startling . . . The 'deity' is just a big shot in show business."

BOX OFFICE: "Lyle Stuart has used the film business and trade papers as themes for a new novel."

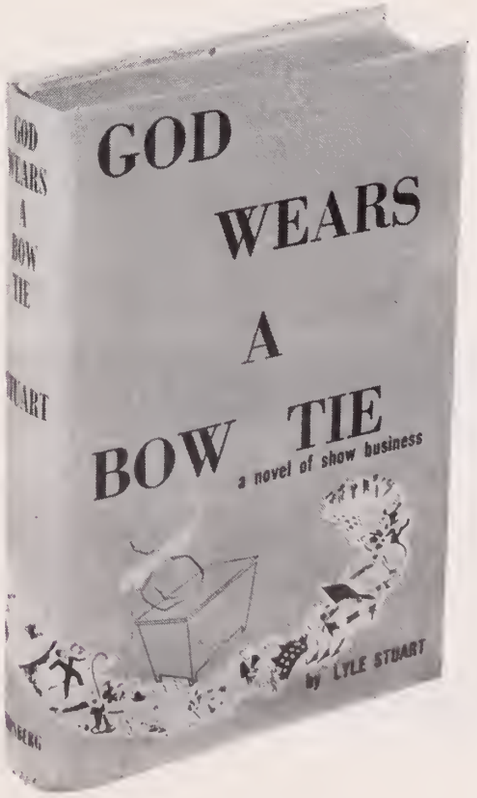
TOWER TICKER by SAVAGE: "There'll be weeping and wailing on Broadway when Lyle Stuart's show business novel hits home."

N. Y. ENQUIRER: "The background is a trade paper with plenty of accent on the music business. More than a few famous music men will see themselves in the pages."

ACTORS CUES SHOW BUSINESS: "Authoritative story of the sordid inner workings of the publication of a theatrical trade paper. Written in a punchy journalistic style."

GOD WEARS A BOW TIE

A NOVEL OF SHOW BUSINESS
by LYLE STUART



$2.50 at bookstores, or send $2.50 quickly to:

GREENBERG: PUBLISHER, 201 East 57th St., New York 22, N. Y.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"
Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY— PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Terrific in England!
"IN A SHADY NOOK"
(By A Babbling Brook)
STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITY

TOOT, TOOT, TOOTSIE!
(GOOD-BYE)
Featured By
AL JOLSON
In The Columbia Picture
"Jolson Sings Again"
on
Decca Records
LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—On December 26th last, we read somewhere the legend, 'Only 363 more days to Christmas.' . . . we don't know offhand the number of days remaining ere St. Nick makes his annual visit this year but we do know for a certainty that although it isn't exactly just around the well known corner, it nevertheless isn't very far off. . . . notwithstanding the fact that the mercury these past few weeks has been hovering in the neighborhood of the seventies, there are unmistable signs that the Yuletide is rapidly approaching. . . . music publishers are dusting off professional copies of standards like, "Santa Claus Is Comin' To Town," "White Christmas," "That's What I Want For Christmas," "You're All I Want For Christmas" and others. . . . the latest BMI pinup sheet, being sent to deejays, musical directors and program producers, lists 21 Christmas songs. . . . not unlike the Robin being the harbinger of spring, the music publisher, can also be regarded as a human listening post as regards the seasons. . . . so ye merry gentlemen of song, get your books up to date with these Christmas numbers: sound effects men, see that your sleigh bells have that jingle, jangle jingle; prop men, get out those red suits, white beards and simulated snow.

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● ● ● Broadway is beginning to look like the old days before so many of our 'june-moon' lads headed for the gold coast. . . . currently in town from Hollywood are L. Wolfe Gilbert, Jay Gorney, Robert MacGimsey, Harry Tobias, M. K. Jerome, Herb Magidson, Julie Styne, Leo Robin and Kim Gannon. . . . ● Local listeners missing the Sundayem organ concerts for the past nine years NBCast by George Crooks. . . . program is only carried on the network. . . . ● With "That Lucky Old Sun," still the nation's most popular number, Robbins Music has another tune by Haven Gillespie and Beasley Smith. . . . new ditty is titled, "That Old Master Painter." . . . ● Utilizing organ, piano and drums (doubling on solovox, celeste and electric chimes) the Dante Trio, featured at Jack Dempsey's Bistro on Broadway, sound like a ten-piece band. . . . ● Mack Clark has been named professional manager of the reactivated Dorsey Brothers Music Co. . . . plug tune is "Shake That Tree," written by Mack David and Jerry Livingston.

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● ● ● ONE of radio's earliest 'whodunits.' "Chandu," has returned to the ether and is heard Saturday nights at 8 on ABC. . . . produced and directed by Robert Armbruster, series has Tom Collins in the lead, scripts by Vera Oldham and special musical effects by Paul Taubman. . . . ● Ron Ormond's sleeper, "Square Dance Jubilee," was sneak previewed Sunday at the Manor Theater in Charlotte, home town of Claude Casey, the WBTalented singer who wrote the songs he sings in the hillbilly flicker. . . . ● During a show break, organist Dick Liebert played an original melody at Radio City Music Hall. . . . publisher Benny Bloom, in the audience, liked the number and went backstage to ask obout it. . . that's howcome the number was completed under the title of "Come Dance With Me" and subsequently recorded by Fred Waring, Ray Noble, Wayne King and Tootie Camarata. . . . ● Recommended:—Betty Clark's ABChanting Sunday afternoons. . . . The Korn Kobblers' musicalisthenics via Mutual from the Iceland Restaurant. . . . Jack Lacy's WINSpieling every day at noon. . . . Dave Garroway's free and easy emceeing of his Sunday TV stanzas from NBChicago. . . . The Eileen Wilson-Gordon Jenkins Decca platter of "Tell Me Why." . . . Jack Sterling's morning platter WABChatter. . . . ● Marjorie Morrison flew into town yesterday to sign up ork pilot Arturo Arturos. . . . flies home Sunday.

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● ● ● ON AND OFF THE RECORD:—Columbia makes a strong bid for the Christmas trade in Hugo Winterhalter's pairing of "You're All I Want For Christmas" and "Blue Christmas." . . . A smooth choir blends nicely with an arrangement featuring strings on both sides to make this platter a deejay special.

PLUG TUNES

Give Me Your Hand
LAUREL MUSIC CO.
1619 Broadway New York City

Bing Crosby, Gracie Fields, Sammy Kaye, Johnny Desmond, Jo Stafford, Doris Day
Are All On
THE LAST MILE HOME
LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—♦ ♦—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, November 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

LIFT FREEZE, SEN. JOHNSON URGES

TELE TOPICS

AS EXPECTED, TV coverage of the New York elections was pretty dull, reflecting the one-sidedness of the vote and the fact that the results went according to predictions. There can be, of course, no comparison with last year's exciting around-the-clock grind. This was strictly a local affair and took a back seat to commercial program commitments. As we roamed all over the dial, we found that WCBS-TV did the biggest job, with several 15-minute roundups prior to 11 p.m. and steadily from that hour until sign-off. Coverage was sponsored by United Fruit Co. and was heavily sprinkled with Chiquita Banana spots. These animated films, backed by the familiar jingle, were quite entertaining, although we saw too many in one nite. It was interesting to note that the films were Technicolored prints; wonder how they would have looked on CBS color. Doug Edwards was the workhorse for CBS, with Don Hollenbeck at O'Dwyer headquarters and Larry Lesueur at Morris'. Station picked up a brief talk by Morris soon after he conceded, but we did not see any victory announcement from the Mayor or Sen. Lehman. After 11, Abe Burrows showed up with Milton De Lugg to deliver a politicai-type speech and sing a political-type song. Both were very funny. Unfortunately, only Burrows' shining pate was visible as a large table mike obscured most of his face.

●

WPIX OFFERED brief roundups by John Tillman and Lowell Limpus from time to time. At 10:45, as the station's screen was occupied with pictures of two elongated but rather flabby gentlemen named Carnera and Talun gently massaging each other in what was termed a wrestling match, Limpus' dry voice was heard offering the news that Dulles had conceded. . . . Except for an occasional bulletin, WNBT didn't get started on the election until 11, when it was all over. John Cameron Swayze did most of the work in his accustomed facile manner, yielding on occasion to other members of the NBC news staff and twice to Ben Grauer, who operated from the studios of WNYC, where a giant tally board was set up. Grover Whalen was there and, of course, made a speech. Station's cover was sponsored by Schaefer beer, but we saw only one commercial, delivered by Win Elliot. . . . The only other election news we saw was a brief count on WJZ-TV around 9 o'clock. . . . Nowhere, but nowhere, did we see a pickup from either of the victorious camps. This, we think, would have been the high spot of the evening. It is possible that such a pickup was made and that we missed it, but we were turning that dial pretty fast and couldn't find it. Perhaps it's just as well, however. There isn't a politician around who could compete with Abe Burrows.

Pic-Exhibitors Ask Theater-Tele Bands

Washington—Pointing to the possibility that in some towns it may offer "the only satisfactory television service," the Motion Picture Theater Owners of West Virginia yesterday asked the FCC to order hearings looking toward the allocation of channels for a theater television service. Other petitions by local theater groups are expected to follow shortly.

With particular reference to West Virginia communities, the exhibitor group declared that "theater television offers a unique and unparalled opportunity for local community service. In addition to bringing events of national importance and significance to the theater-going public, petitioner's members could provide valuable service both in the field of child and adult education to the community during the off hours when the theaters are not operating in a conventional way."

A further argument was that installation of theater TV equipment could make unnecessary the installation of theater television receiving facilities in schools, even assuming the school systems of the small communities in which some of the theaters of petitioner's members are located could afford such installations.

Dillon To NBC Field Staff

John J. Dillon, formerly in the NBC-TV operations section, has been named an assistant director in the web's field division.

Test Site Set

Washington—The comparative demonstrations of CBS and RCA color and DuMont black and white will be from the Wardman Park Hotel studios of WNBW, it was learned yesterday. Last week, RCA had said it did not see how those studios could accommodate the equipment and personnel of the three companies for tests Nov. 14, but in view of the continuance to Nov. 21, it has apparently been possible to work it out.

Pye, Of Britain, Plans TV Sales Drive Here

Pye, Ltd., one of Britain's largest radio manufacturers, this month will launch a sales drive aimed at a goal of $5,000,000 a year in exports of cameras and other transmitting equipment to stations in this country.

Demonstration of all Pye products for sale as part of the drive, with the exception of transmitters, will be held in Washington on Nov. 21; Chicago, Nov. 29, and New York, Dec. 6, at the Park Sheraton Hotel.

John Lakin, who will conduct the demonstrations, said that all equipment operates on U. S. standards, with prices from ten to 15 per cent lower than those of American firms.

The sales drive is a long-range project, aimed at stations that will be licensed after the freeze is lifted.

First Mexican TV On The Air In Color And Black-And-White

Mexico City—Mexico's first TV operation—an experimental station owned and operated by Guillermo Gonzales Camerena, chief engineer of XEW (AM)—has gone on the air here with daily live and film transmissions in both black-and-white and color.

Originate At Stadium

Programs originate at National Stadium, where a government fair is under way and will run through Nov. 20. A number of shows are commercial, with some sponsored by advertisers and others by government agencies.

Ten of the 20-odd sets in Mexico have been installed by Gonzales Camerena in department stores and at the fairgrounds. The engineer said that the color system "is a Mexican process, similar somewhat to the CBS in the United States." He said that the same receivers are used for both color and monochrome and that no adjustments are necessary. All changes are made in the "camera bias controls, adjustments necessary due to the different setting of the lens diaphragm, and on the black level circuit on the camera channel," he added.

Gonzales Camerena hopes to acquire a license for a permanent station here. Emilio Azcarraga, Mexico's leading broadcaster and owner of XEW, also has applied for video here.

Senator Also Asks FCC Plan For Color-TV

(Continued from Page 1)

mony. Dr. T. T. Goldsmith, DuMont research director, also was heard as chairman of the RMA color television committee on field testing.

Their appearance followed the Tuesday questioning of Dr. Allen B. DuMont who went over his earlier statements that color is not yet ready.

At one point in Tuesday's questioning Commissioner Robert F. Jones asked Dr. DuMont if he did not think the Ted Mack Amateur Hour, recently lost by the DuMont net to NBC, might have been retained by DuMont were it in color. Dr. DuMont replied that a real difference would have been made had the freeze been lifted so that additional black and white stations could take the air, affiliate with DuMont net and provide a larger audience for the show.

"The only color involved here is gold," muttered DuMont's attorney, William A. Roberts, who then objected to Jones' line of questioning.

Jones apologetically praised Dr. DuMont for his pioneer role in video, offering assurance that he holds DuMont in high regard.

Sanabria called for extreme caution in the present expansion of TV. He suggested that the commercialization of video be curtailed, with black and white stations confined to the first six VHF channels and color assignments on the other four. He said there should be at least two or three years of testing on color.

The question about Dr. DeForrest's appearance arose when his attorney, I. H. Levinson, said he might appear in February, after the comparative demonstrations slated for that month. He said DeForrest had not seen the CBS system in operation here last month.

FCC Counsel Harry Plotkin said DeForrest had not asked for a ticket to last month's CBS demonstration. He then raised the possibility that DeForrest has a new color system to offer, saying that if that is so the Commission had better hear about it now. It was then that the question of a subpoena arose, but Levinson, indicating Dr. DeForrest has no new system to propose, would appear on request, with no need for a subpoena.

New WGN-TV Commercial

Chicago—Continental Clothing Co. has signed with WGN-TV for sponsorship of a new audience participation show, Treasure Hunt.

MGM Buys 285 Spots On 8 N. Y. Stations

(Continued from Page 1)

WNEW, WINS, WMCA and WMGM.

The four-day "saturation campaign" was launched on Tuesday night with spots spread throughout WOR's four-hour election coverage. Donahue & Coe, Inc., MGM's agency, disclosed that the remaining spots were purchased on the New York stations "entirely in accordance with good availabilities." The campaign will end about noon of Nov. 11, coincident with the official opening of the picture at the Astor Theater.

The one-half minute and one-minute transcribed commercials consist of the so-called "Jody Chant," which opens the actual film production and was used during the war by the Army Recruiting Service, with the original lyrics changed to plug the film.

WMGM, New York indie, will broadcast from the lobby of the Astor Theater tonight from 8:00 to 8:30 p.m., as a feature of the premiere of "Battleground." In addition WNBT will televise interviews with first nighters attending the opening of the MGM picture.

'Reading For Pleasure' Panel Series On WNBC

"Reading For Pleasure," a panel discussion series on English and American fiction by members of the faculty of Brooklyn College, bows on WNBC, tomorrow, 7:30-7:45 p.m.

The series is designed to supplement the radio-assisted home study course offered by Brooklyn College in cooperation with the NBC University of the Air. Each Friday's program will examine the novel or short story to be dramatized the following Sunday on the "NBC Theater." A three-man panel will be present each week, with Professor Francis Kilcoyne of the Brooklyn College English Department as the only permanent member.

Sets-In-Use Increase Reported In Six Cities

(Continued from Page 1)

hour radio sets-in-use increased from the previous 25.7 to 26.2 in the September-October report; in Boston, from 23.0 to 24.1; in New York, from 21.9 to 23.6; in Los Angeles, from 22.9 to 23.6; in Washington, from 20.6 to 22.6; and in Chicago, from 21.4 to 22.0. In Philadelphia, however, average quarter-hour sets-in-use for the week studied decreased from the previous 19.8 to 19.5 in the September-October report.

Jack Benny, "Lux Theater," and Walter Winchell were the leaders in the "Top Ten Evening" combined Pulse ratings for the seven cities.

The combined Pulse ratings for the seven metropolitan areas were 19.0 for Benny, 15.5 for "Lux Theater" and 15.4 for Winchell. The follow-ups were: "Mystery Theater," 12.5; Arthur Godfrey's "Talent Scouts," 12.5; "My Friend Irma," 11.6; "Stop The Music," 10.8 "Suspence," 10.7; "Inner Sanctum," 10.7, and "Mr. District Attorney," 9.7.

Hallicrafters, MBS Sign New Quiz Show, 52 Wks.

(Continued from Page 1)

Hult, v-p in charge of sales for the web.

The new series, which will originate in Chicago in the lobby of Chicago Theater, will be aired coast to coast, Saturdays, 5:45-6 p.m., local time, beginning Dec. 10. The quiz will feature Lee Bennett and Pierre Andre as co-emcees and will specialize in questions pertaining to film stars and movies.

Sorensen & Co. of Chicago represented Hallicrafters in the deal with MBS.

Ewing To Be Heard

Washington — The ABC network will broadcast a special address of Federal Security Agency Administrator Oscar Ewing on the subject of "Security For All," from the studios of WMAL, the web's affiliate here, Nov. 14, 10:30-10:45 p.m., EST.

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW" • MUTUAL

CKLW

Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.



in the past two months

ALFRED and DORA McCANN

WOR's "McCann's at Home"

have...

1. Acquired a larger audience than at any time in their long history—71% larger than in '44.

2. Delivered 603,935 commercial impacts at the infinitesimal rate of 15 impacts per-penny.

3. Sold for three sponsors who have been with them for more than 20 years.

4. Ranked first among all women's service programs aired in New York.

5. Will you or your client let them build a record for you for number 5?

our address is —that power-full station **WOR**

at 1440 Broadway in New York

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 28 NEW YORK, MONDAY, NOVEMBER 14, 1949 TEN CENTS

STRESSES NEWS PROGRAM IMPORTANCE

Language-Radio 'OK' Expected From FCC

Washington Bureau of RADIO DAILY

Washington—The FCC law department is expected to file exceptions to the November 4 initial decision by Examiner Hugh Hutcheson in the allocation of a frequency in Boston. Hutcheson's attack upon foreign-language broadcasting, which he termed discouraging to the Americanization process of foreign-born citizens, will be disowned by the Commission's law staff.

It is likely, too, that a number of foreign-language broadcast stations —including WHOM, New York—will file briefs with the FCC.

Woods, Denny Negotiate New 'Town Meeting' Deal

Mark Woods of ABC and George V. Denny of Town Hall, Inc., are scheduled to continue their negotiations this week looking for a new contract for the continuation of "America's Town Meeting of the Air" after the current contract expires in January, 1950.

Several managers of ABC affiliates, during the past 10 days, have been approached for their views on the

(Continued on Page 2)

Radio License Fee Costs Disclosed In Canada

Montreal—Canadian radio owners paid more than $13,000,000 in radio license fees during the last three years, Transport Minister Chevier disclosed Friday in a reply tabled in the Commons. The fee is $2.50 yearly.

Those who failed to pay and were caught by the government's radio in-

(Continued on Page 2)

Howdah Remote

Durham, N. C.—When the Biller Brothers Circus played Durham recently, an elephant-in-the-street broadcast was arranged. WHHT's "Country Boy" (farm editor) scrambled to the top of Big Ruth and aired a shaky-voiced broadcast from the lofty "howdah" on her back. After the fun was over he admitted that he had never seen a live elephant.

Takes Chairmanship

Frank Stanton, president of CBS, has accepted the chairmanship of the Radio and Television Committee for Brotherhood Week sponsored by the National Conference of Christians and Jews. Brotherhood Week will be observed from February 19 to 26 with slogan, "Brotherhood—for Peace and Freedom."

Vandals Cause Break In WABB Operations

Mobile, Ala.—The Mobile Press-Register's station, WABB, is offering a $1,000 reward for tips leading to the capture and arrest of vandals who put the station and a large number of telephones out of commission by severing a 26-line cable at a location adjoining the transmitter site.

The station had continued regular broadcasts despite a three-weeks-old strike of union radio electrical technicians until the vandals punctured

(Continued on Page 2)

KDYL Sponsor Offers Insurance For Dogs

Salt Lake City—Insurance policies for dogs are being offered on KDYL in a spot campaign for "Thanks" dog food, launched here as a new-product test last Monday. "Thanks" spots are featured on the Emerson Smith show, an hour-long cross-the-board morning feature.

Insurance-minded dog owners fill out a coupon attached to each can of

(Continued on Page 2)

President Of NARND Tells Convention That Prestige Of News Personnel Gaining In Radio And TV

ANA-AAAA Adopt BMB Resolutions

Another round in the battle to keep the Broadcast Measurement Bureau alive has been fired by two of its three member organizations, the Assn. of National Advertisers, and the 4-A's.

In reply to a BMB request that each of its sponsoring organizations (NAB, AAAA, and ANA) "carefully analyze and describe those of its re-

(Continued on Page 6)

Radio Theater, Benny Are Nielsen Leaders

"Lux Radio Theater" held its leading position in the National Nielsen-Ratings for Oct. 2-8, just released, followed in order by Jack Benny, "Charlie McCarthy," Arthur Godfrey's Talent Scouts, and "Amos 'n' Andy."

Topping the second bracket in

(Continued on Page 2)

Anderson To Agency Post As Radio-TV Director

McCann-Erickson Inc. yesterday announced the appointment of Frederick Anderson, formerly vice-president of Compton Advertising Agen-

(Continued on Page 2)

Increasing the prestige of news personnel within the station, insuring the newsman's stake in television, and building up membership were listed as the immediate objectives of the National Assn. of Radio News Directors by Sig Mickelson, NARND president, at the opening session

(Continued on Page 3)

Broadcasters Blast FCC For Sluggishness

Sarasota, Fla.—The Florida Assn. of Broadcasters has asked the FCC to place a two-year maximum limitation on consideration of applications by stations for improvements in facilities.

Meeting here on Nov. 6, the Association criticized the Commission for "its policy of delay and procrastination" in considering such applications, and went on record as fav-

(Continued on Page 3)

WOR-FM Boosts Air Time From 42 To 79 Hours

WOR-FM will increase its weekly broadcast hours from its present 43 hours to 79 hours, beginning today, it was announced over the weekend by J. R. Poppele, v-p in charge of engineering at the station.

The reasons given for the expanded FM schedules, Mondays

(Continued on Page 3)

Ohio Broadcasters Stage Two-Day Radio Sales Clinic

Cleveland—An audience of 121 station executives attending a two-day sales clinic sponsored by the Ohio Assn. of Broadcasters Nov. 9-10 was told that the day of "unseen radio buying" is over. The warning note was sounded by Bob Dailey, radio director in the local office of McCann-Erickson, Inc.

Speaking at the clinic's opening session on Wednesday on "Preparation of Presentations," Dailey outlined the types of information required by agencies and advertisers eyeing the radio market. These include data on station coverage and popularity, program appeal, audience listening habits, audience types, composition, and loyalty, cost per listener, program promotion, and merchandising cooperation, he said.

Stephen A. Douglas, sales promotion director of the Kroger Co.,

(Continued on Page 3)

52-Week Sponsor

General Mills, Inc., in behalf of its "Gold Medal Kitchen Tested Flour," has signed a 52-week contract with the American Broadcasting Company for sponsorship of the opening quarter-hour segment of "Modern Romance," on ABC network. Dancer-Fitzgerald-Sample, Inc., represented General Mills. D-F-S is the agency handling the G. M. account.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(November 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/4	7 1/2	7 1/2	— 1/4
Admiral Corp.	29 3/8	28 1/2	29	— 1/2
Am Tel & Tel	146 1/8	145 7/8	146 1/8	— 1/4
CBS A	25 1/8	24 3/4	25 1/8	— 1/8
Philco	30 3/8	30	30 1/4	— 1/2
RCA Common	12 5/8	12 1/4	12 5/8	— 1/4
RCA 1st pfd.	73 1/4	73 1/4	73 1/4	— 3/4
Stewart-Warner	12 3/8	12 1/4	12 1/4	— 1/8
Westinghouse	27 1/2	27 1/8	27 3/8	.
Westinghouse pfd.	100 3/4	100 1/4	100 1/4	— 7/8
Zenith Radio	28 1/4	28	28 1/4	....
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	14 3/8	14 3/8	14 3/8	— 1/8
Nat Union Radio	2 1/2	2 1/2	2 1/2	. .
OVER THE COUNTER				
			Bid	Asked
DuMont Lab.			14	15
Stromberg-Carlson			13 3/4	15
WCAO (Baltimore)			17	20
WJR (Detroit)			7 1/2	8

Vandals Cause Break In WABB Operations

(Continued from Page 1)

the cable with nails or some other piercing device and poured chemicals in the holes made in the lead covering. Action of the chemicals ate off insulation and broke the circuit. Telephone and radio service were restored after several hours.

AVAILABLE

Presently employed small market station manager who seeks change. Here's a man who has come up through the ranks and knows every phase of station operation. Proven record in sales and promotion. Thirteen years radio and newspaper background. Experienced as program director, announcer, copy chief and director of special events. Conscientious, steady family man, 39. Write Box 28, RADIO DAILY, 1501 Broadway, New York City

☆ COMING AND GOING ☆

R. E. DUNVILLE, vice-president and general manager of Crosley Broadcasting Corp., in New York last week for conferences with eastern division salesmen. He was accompanied by a group which included HARRY MASON SMITH, vice-president and sales manager; JOHN T. MURPHY, director of television, and H. PETER LASKER, manager of WLW-D.

ED GREIF, of Bonner & Greif, publicists, is back from Hot Springs, Ark., where he lectured at the Annual Post Graduate VD Clinic.

GEORGE MOSCOVICS, director of sales development for CBS-TV, has arrived on the West Coast.

PETER DONALD, comedian, in Pittsburgh, where on Sunday he spoke at the Variety Club dinner.

PETER GOLDMARK, Columbia network director of research and engineering development, has returned from England aboard the Mouretania.

ELEANOR EDEN, radio pianist, has returned from a tour and has resumed her keyboarding at Bill Bertolotti's.

MARTHA TILTON, co-star on "Curt Massey Time," to Oakland, Calif., for an appearance at a benefit performance for disabled veterans.

HOWARD MEIGHAN, vice-president and general executive of CBS on the West Coast, is in New York on a short business trip.

MRS. MILDRED FITE, winner of the Cinderella Week-end program on KDKA, Pittsburgh, will arrive in New York Nov. 18 for a round of pleasure.

MERLE JONES, general manager of KNX-Columbia Pacific Network, and WAYNE STEFFNER, sales manager, are back in Los Angeles following a business trip to San Francisco.

PAULA CARR, producer of "From Your Home Town to New York," left Friday for Parkersburg, West Va., for conferences at the offices of Dils Bros., her sponsor. She'll also visit Cincinnati and Columbus.

MARIE WILSON, star of "My Friend Irma" on radio and in the movies, is in Memphis, Tenn., for personal appearances in connection with the showing of the film.

BERT WHEELER is back in town following a personal appearance tour. He was on "Cavalcade of Stars" Saturday over WABD.

WILLIAM SHAW, assistant sales manager of KNX-Columbia Pacific Network, has left the West Coast on a two-week trip to New York and Chicago.

Radio License Fee Costs Disclosed In Canada

(Continued from Page 1)

spectors paid more than $200,000 in court fines and costs. Figures were tabled for C. W. Hudson (PC-Victoria, Ont.)

The cost of collecting the license fees amounted to approximately $1,700,000 in the three years. Of this amount $1,000,000 was paid out in the form of commissions for those who issued the radio-using permits.

A break-down of the figures shows that radio collections are increasing, but so are the collection costs. In the last fiscal year, 1948-49, the government collected $4,670,342, compared with $4,398,495 the previous year and $4,099,795 in 1946-47.

Collection cost climbed to $611,918 last year, $570,505 in 1947-48 and $544,673 in 1946-47.

In the fines and cost category, figures showed that delinquents paid $35,677 in fines and $36,472 in court costs last year; $35,882 and $39,595 in 1947-48 and $40,478 and $36,730 in 1946-47.

KDYL Sponsor Offers Insurance For Dogs

(Continued from Page 1)

"Thanks," and are sent a policy. Premiums are paid by sending in a stamp also attached to the can. Thoroughbreds are insured for up to $50, less aristocratic pets for $25.

Heavy Grid Diet On CBS

CBS will air five consecutive hours of football coverage on Saturday, Nov. 19 starting at 2:30 p.m. In addition to "Football Roundup," its round-robin coverage of several games in progress at widely-separated points. CBS will broadcast a complete play-by-play account of the Stanford-California game at Palo Alto, starting at 5 p.m.

Woods, Denny Negotiate New 'Town Meeting' Deal

(Continued from Page 1)

question of whether the web's series should be televised and, if so, should it be simulcast, it was learned by RADIO DAILY last week. Another question under consideration centers on a possible reduction in the broadcast time of the program from its present full-hour to one-half-hour. It has been suggested that a cut in the broadcast time might interest more sponsors in the co-operative show.

Radio Theater, Benny Are Nielsen Leaders

(Continued from Page 1)

sixth place was Fibber McGee and Molly, followed by "My Friend Irma," Bob Hope, "Inner Sanctum," and "People Are Funny." "Counter-Spy" led the multi-weekly evening listings, followed by "Beulah," and "Lone Ranger." Weekday pace-setter was Arthur Godfrey, followed by "My True Story."

Anderson To Agency Post As Radio-TV Director

(Continued from Page 1)

cy as director of radio-video plans.

At the Compton agency Anderson worked on the Procter and Gamble account for eight years. He was successively account executive on Crisco account, supervisor on Duz and for the last three years account supervisor on Ivory.

Joins "Johns"

Donald Hirsch, former associate producer for Goodson-Todman productions on CBS, has joined the staff of Masterson, Reddy and Nelson, package producers, as a producer-writer.



Housing Problem Solved

This cat had too many kittens to care for in her regular home. So she found a big knot-hole up a tree and moved her family in—a neat solution to her problem.

There's a neat solution to any advertising problem in the rich market of Baltimore. You just buy W-I-T-H, the big independent with the big audience.

Costs so little! Does so much! Those are the two big facts in the W-I-T-H story. Because W-I-T-H delivers more *home* listeners-per-dollar than any other station in town. *In addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that *of all radios playing in taverns, 67.3% were tuned to W-I-T-H!*

Call in your Headley-Reed man today and get him to tell you all about W-I-T-H.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Ohio Broadcasters Stage Sales Clinic

(Continued from Page 1)

who also spoke at Wednesday's meeting, declared: "We believe radio is an excellent medium and have for a long time." The Kroger Company has spent "close to $9,000,000" in radio since 1941, he disclosed.

Other Wednesday speakers included Beth Black, account executive for the Joseph A. Katz Co.; Dr. Kenneth Dameron, of Ohio State University; Joseph L. Brechner, manager of WGAY, Silver Spring, Md., and Frank Headley, president of Headley-Reed, New York. The meeting's chairman was Carl E. George, president of the Ohio Assn. of Broadcasters, and vice-president and sales of WGAR, Cleveland.

Miss Black stressed the need for adequate station information in usable size and said she buys with a long-term view and always looks to see what the station does with its local time.

Brechner pointed out things which helped make his small station successful, such as community selling and special summer sales festivals.

Headley rapped rate cutting and P. I. business. He said, "The value of merchandising aid is controversial. Program promotion deserves your thorough support. I think it's time a mature industry recognized the proper relation between spot and network rates. Although networks use up the preferred evening time and occupy a great deal of commercial time, the total net income of affiliated stations from spot time sales is larger than total net income of affiliated stations from the networks."

WOR-FM Boosts Air Time From 42 To 79 Hours

(Continued from Page 1)

through Sundays, were "the great increase in the ownership of FM sets in the Metropolitan area" and "the widened area" which the station can serve with its new FM antenna located on the WOR-TV tower at North Bergen, N. J.

The former FM schedule, throughout the week, was from 3 p.m. to 9 p.m. The new schedule will provide programs during the following hours: Sundays, 3-9 p.m.; Monday, 10 a.m.-9 p.m.; Saturdays, 1 p.m.-11 p.m.; and the remaining four days of the week, 10 a.m.-11 p.m.

WOR-FM will carry WOR's AM broadcasts during the foregoing hours, except for a special weather report, Mondays through Saturdays, 6:15, in which WOR-FM will tie in with the Rural Radio Network for state-wide coverage. United Fruit Co. sponsors the weather report program on WOR-FM.

Wedding Bells

Frank Tirico, announcer for WMIK, Middleboro, Ky., will be married on Nov. 19 to Ruth Vuhany, of Bloomfield, N. Y.

News-Program Importance Stressed At NARND Confab

(Continued from Page 1)

of the Association's annual convention, Friday at the Commodore Hotel, New York. Approximately 200 newsmen attended the three-day session which ended yesterday.

Sees News Personnel Growing

"The number of stations within the United States maintaining news departments manned by competent news personnel has increased sharply within the last three years, but it is still an obvious fact that the vast majority are willing to trust to staff members with no news training and no understanding of the community impact of news," Mickelson said.

He continued: "It is also an unfortunate fact that news personnel have far too little prestige within the station itself. Some stations regard news directors as top station executives, as they should, but unfortunately this is not generally true. . . . In many cases there is greater prestige, greater responsibility, and more remuneration outside the news department. That's not a pretty picture but it's true, and will be until the news director is regarded as a person of equal stature with the program manager, the sales manager, and the chief engineer."

Impact of TV Cited

Mickelson had this to say of the video outlook, from the newsman's viewpoint: "There is plenty of evidence that we need to become much more active in television. . . . Only a small percentage (16.7 per cent) of the television stations now on the air have employed competent news personnel to report, write and produce their own news broadcasts. Unless we move swiftly to promote the concept that news broadcasting, whether it be in AM or television, should be done by trained news personnel, we may find ourselves in an irreparable position."

Tells of NARND Expansion

The NARND's views on its own membership potential were summarized thus: "We have 180 members now, but we have a potential of nearly 2,500. Certainly one of our objectives should be to place at least one competent newsman in every radio station—AM, FM, or television."

Among other tasks the NARND has taken on and will continue to carry out, Mickelson said, is that widening and strengthening the radio or TV newsman's right to operate on an equal footing with reporters for other media. "We still need," the NARND president declared, "to establish indelibly the fact that the microphone and the television camera should have access to all the sources of news where the pencil and paper are now permitted. And beyond that, that radio should have access to all potential sources of news."

In line with this, Mickelson touched on the Association's progress in its campaign to secure for radio newsmen equal rights in protection of their news sources. "We have

Mickelson had a word of comfort for "those of us who will remain in AM news broadcasting without much prospect in the immediate future of getting into television." Their position remains "very secure," he declared. "There is nothing new on the horizon which indicates to me that television can in any way compete with AM broadcasting in the presentation of sharp, hard-hitting, factual broadcasts presented swiftly and concisely with no waste of time between the event and the broadcast. In short, it appears now that AM news will remain strong indefinitely. . . . "

The most significant proof of NARND's success during the past year, Mickelson said, is its increasing acceptance within the broadcasting industry. "The voice of NARND is now heard," he said. "Broadcasters recognize the name. . . . Talk to the editor of a trade publication or the editor of a news service. You won't fail to note that NARND is a well and highly respected segment of the radio broadcasting industry."

In discussing the third annual "Voice of Democracy" contest Robert K. Richards, director of public relations for the NAB, reported that co-sponsors of the annual competition, the United States junior chamber of commerce, had announced again that there would be full participation by 48 states and by all the territories. Based upon reports from the jaycee's 1800 chapters and broadcasters all over the nation, he estimated that upwards of one-half million students participated this year—almost doubling the total participation in 1948.

Broadcasters Blast FCC For Sluggishness

(Continued from Page 1)

oring the enactment by Congress of a law embodying a two-year time limit on improvement application, if the FCC takes no action in the matter.

Another resolution blasted the "do-nothing attitude and unstable policy of the Commission as evidenced in its failure to decide the so-called clear channel case (which) is threatening to disrupt the entire radio industry." The FCC was asked also to use its authority to prevent Cuban stations "from usurping commanding positions in frequencies on which listeners of Florida, Georgia and the Gulf states have a right to listen to American stations."

for profitable selling *INVESTIGATE*

WDEL WILMINGTON DELAWARE

WGAL LANCASTER PENNSYLVANIA

WKBO HARRISBURG PENNSYLVANIA

WRAW READING PENNSYLVANIA

WORK YORK PENNSYLVANIA

WEST EASTON PENNSYLVANIA

and

WDEL-TV WILMINGTON DELAWARE

WGAL-TV LANCASTER PENNSYLVANIA

NBC AFFILIATES

STEINMAN STATIONS

Clair R. McCollaugh, *Managing Director*

Represented by ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

It's even
bigger
than
bigger



Each time you look at radio it's bigger.
You turn your head away and before you turn
it back it's bigger than ever.[1]

Radio is bigger than anything—
bigger than magazines, bigger than newspapers,
bigger than both of them put together.

Yet in measuring the bigness of radio,
people still use obsolete yardsticks.
Yardsticks, for example, which compare
the circulation of a *whole* magazine with
the audience of a single network program.
(It's like saying my apple-tree is bigger
than your apple, as *Variety* recently put it.)[2]

Or take a yardstick like "cost-per-thousand
listeners." In radio a more realistic gauge
is "**cost-per-million.**" In radio there is
no such thing as only "a thousand" listeners.
(It's like using a ruler to measure the distance
between the stars.)[3]

Sometimes the only way you can tell anything
is bigger than anything is by discovering
that it's smaller. The cost of customers
delivered to advertisers in network radio
is smaller than in any other major medium.

And CBS is both bigger and smaller than
anything in radio—bigger because it delivers
more millions of listeners to advertisers
than any other network; smaller because
it does so at the "lowest **cost-per-million.**"

CBS

—where 99,000,000 people gather every week

The Columbia Broadcasting System

[1] People are buying radio sets at the rate of 650,000 a month!

[2] CBS reaches 34 million families each week! The country's largest magazine has a readership of about 15 million families per issue.

[3] CBS' "cost-per-million" actually delivered to advertisers comes to only $1670—or one customer for one-sixth of one cent!

ANA-AAAA Adopt BMB Resolutions

(Continued from Page 1)

search needs that can best be served by a tripartite, cooperative organization," the ANA said in a resolution by its Radio and Television Group that, as far as radio advertisers are concerned, research into station coverage area is the type of activity falling into that category.

Improvement Seen Possible

BMB's present service in this respect could be improved, the ANA declared, by the addition of data on "time of year," giving seasonal variations in station coverage. In forwarding the resolution to BMB, the ANA's president, Paul West, voiced "the determination of advertisers not to slip back to the early chaotic days in media research. . . . If we retrogress, eventually economic necessity, brought about by more intense competition and the growth of new advertising media will force us to regain the position we now have. . . ."

The resolution was described by the ANA as representing the combined judgment and experience of the 212 members of its Radio and Television Group. It was prepared by the group's steering committee, whose chairman is A. N. Halverstadt, manager of radio and television for the Procter & Gamble Co.

Approved By Board

The 4-A statement was issued on behalf of, and "with the entire approval" of the 4-A board of directors, an announcement by that organization said.

The 4-A statement, however, while "endorsing the need for Broadcast Measurement Bureau, Inc., and for the type of audience information which BMB supplies," added: "We do not feel that this additional information or service should be specified or spelled out at this time. It must come, if and when it comes, as a natural growth and to fill a definite need."

Send Birthday Greetings To—

November 14

Hazel Estes — Morton Downey
Budd Hivlick — Wanda Ellis
Dick Nesbitt — Dick Powell
Johnny Desmond — Martha Tilton

November 15

Franklin P. Adams — Carol Bruce
Norman E. Beck

November 16

Albert A. Grabe — Jim Jordan
Lucien Dumont — Gordon R. Gray
Lawrence Tibbett — Jean Sargent
Mary Margaret McBride
Louise Starkey

November 17

Frank Fay — Wiley Walker
Jack Lescoulie — Quin Ryan



Mainly About Manhattan. . . !

● ● ● **WEEK-END CUFF NOTES: Watch for more NAB membership resignations if the board decides to set up Broadcast Advertising Bureau as private enterprise. . . . many dues-paying members feel that service of BAB is due them as members of the industry association. New policy at NBC (both radio and TV) is that scripts submitted must be read within one week. Nice consideration if they live up to it . . . Chesterfield cigarettes considering bankrolling Joe Franklin's "Smoke Dreams" in Jan. . . . NBC interested in a TV show with Doris (Radio Registry) Sharp called "Meet the Actor." Is there no end to Doris' versatility? . . . Frank Cooper now handling Mickey Rooney. . . . Jean Sablon, due to make a film in Paris, expected back here in Feb. . . . Doug Storer, who started Bob Ripley's "Believe-it-or-Not" feature on radio some 20 years ago and has managed it ever since, stepped into the role of emcee on the TV version's final stanza last week and did a right smooth job. Series is off until Jan. 4th when it comes back bankrolled by Ballantine Beer. . . . Radio Row loses one of its more eligible bachelors when Jerry Layton ties the knot March 19th with lovely Sherill Cannold, Bob Taplinger's Gal Friday. . . . NBC planning to adapt Clare Booth Luce's "The Women" for video. . . . Peter Donald sez the reason the preem of Berle's film in Lindy's is off is because Lindy couldn't find room for the popcorn machines.**

☆ ☆ ☆ ☆

● ● ● JUST THINKING OUT LOUD. There's no question but that the world's greatest speakers are heard over the radio and rarely are any of them 15 minutes or at most a half-hour of time. In emergencies, the Pres. of the United States has spoken longer, but it is the exception rather than the rule. Why then does the broadcasting industry at its gatherings (such as District Meetings, for instance) have speakers who run for an hour or more until the original group of say 225 listeners has dwindled down to a mere handful? Why can't the industry put into practice what it so finely preaches? What's more, the worst offenders in this dep't are usually men who know better and who actually represent the industry.

☆ ☆ ☆ ☆

● ● ● **TELLING ON TELEVISION (or views on video): Saturday night is the loneliest night of the week—on television. Don't the networks think that anybody stays home that day? Certainly the way the programming goes at present, video won't keep 'em there. . . . The new Sunday p.m. Paul Whiteman show has too little production arrangements and too much dancing. 'Pops' is deserving of a better fate. . . . Poor scripting is hamstringing Al Bernie. The talent is there but who is to express it? . . . Name stars are raving about the way producer Frank Telford handles them on CBS' "Silver Theater" on Monday nights. . . . Sidney Paul turned in a contract-winning performance on "H'wood Screen Test" last week. . . . Marty Glickman is easily the standout television football reporter. His comments on a game fully reflect his varsity background. Conversely, however, Marty does not scintillate in his radio basketball coverage as he strives to keep up with every maneuver rather than describe the pattern of the play. And, as for Marty's over-use of the word "swish," how about that.**

☆ ☆ ☆ ☆

● ● ● SMALL TALK: ABC's sports ace, Joe Hasel, is celebrating his 20th ann'y in radio this month. Nice goin,' Joe, and here's to the next 20! . . . "Versatile Varieties," produced by Frankie Scott and Charlie Basch, takes a nine-week hiatus on the 18th leaving with a Pulse rating of 19.0—highest in their time slot.

THE WEEK IN RADIO

NARND Confab Opens

MORE than 100 radio and TV news directors attended discussion panels in the annual three-day convention of the National Association of Radio News Directors. At the weekend convention, whose main theme was the building up of the prestige of news directors within stations to executive levels, the main speakers included NARND president Sig Mickelson of WCCO, Minneapolis; NAB president Justin Miller; Benjamin Cohen, assistant secretary general of the United Nations; NAB public relations director Robert Richards; Edwin C. Canham, editor of the Christian Science Monitor; Elmer Davis of ABC; Edward R. Murrow of CBS and General Omar N. Bradley.

Among the over-all problems of broadcasting to be taken up at the NAB board meeting tomorrow will be the future of the new Broadcast Advertising Bureau and of the Broadcast Measurement Bureau. The question of whether the NAB should remain within the fold of the NAB or be set as a private enterprise will be considered.

According to a survey released at the NAB's 2nd district meeting at Asbury Park, N. J., 64 per cent of the small-market stations have solved one of their sales problems by paying their time salesmen from 15 per cent to 20 per cent commissions, thereby producing the best results. . . . WCBS landed sponsors for both the AM and TV coverage of the local elections: F. M. Schaefer Brewing Co. for radio and United Fruit Co. for television. . . . Before the tumult and the shouting of the elections were over, MGM launched what it described as a four-day "saturation campaign" in behalf of its new film production, "Battleground." The campaign consisted of 285 spots, transcribed "Jody Chant" commercials bordering on "irritation" advertising, over eight New York stations: WNBC, WCBS, WJZ, WOR, WNEW, WINS, WMCA and WMGM.

Highlighting the continued upsurge in network business was the signing of a seven-year contract for the radio broadcasting of the World Series by Mutual, with Gillette Safety Razor Co. as the sponsor. Under the deal signed with Baseball Commissioner Albert B. Chandler, Mutual will serve more than 520 MBS stations plus an auxiliary list of some 200 stations in the United States, Hawaii, Alaska, Canada, Cuba and Latin America.

BROADCASTERS . . .

You can get yourself a top-flight promotion man with an outstanding record. This man has been a radio station sales promotion director for four years, and has had long experience as a time salesman and in station programming.

Write RADIO DAILY, Box No. 286, 1501 Broadway, N. Y. C.

TELEVISION DAILY

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BRITAIN TO USE CBS COLOR VIDEO

TELE TOPICS

"CRISIS," a Chicago origination recently arrived on the NBC web, may be accurately described in two words—nothing happens. As reviewed last week, the half-hour format is as follows: A person who has experienced a crisis in her life, tells her story to reporter Adrian Spies. When she reaches the point of decision, her narrative is stopped and actors, who have been briefed in the story-line beforehand, resolve the situation according to their own interpretation and without script. Their decision is compared with the "real life" action and then the routine is repeated. . . . On the air, the show moved at snail's pace. Explanation of the format by Robert Cunningham took four minutes, at which point Spies and the "real life" woman took over. At 11 minutes, Cunningham began to set the scene for the actors —with Spellbound-type music as a background—and the action didn't begin until almost 14. The playlet ran only two minutes, and then Spies and the woman took over until 21 minutes. Setting the scene again took three minutes and the play once more was stopped after only two. After a final check with the woman, Cunningham closed with something like this: "Who can tell what is real and what is imaginary when all the world's a stage?" That line, we think, embodies the show's major fault —the plot did not seem real, and as fiction it was as hackneyed as they come. . . . Program is produced by Ted Mills and directed by Norman Felton.

●

THE TRADE'S still buzzing about Arthur Godfrey's on-the-air blast at an "overzealous" flack (presumably the George Evans office) for planting teen-age girls in the show's audience to squeal for Bill Lawrence two weeks ago. When the kids became noisy during a rather dry talk on nuclear physics, Godfrey rebuked them and threatened to clear the studio for future shows. Last week, however, after Arthur had found out that the girls were plants, he apologized to them and let go at the p.a. instead. The original incident prompted Berle to address his audience on his show last week somewhat as follows: You'd better wake up or I'll send you over to Godfrey and have him bawl you out.

●

NBC IS PITCHING the Dave Garroway show at Budweiser beer, in the hope that CBS may not be able to clear stations for the Ken Murray stanza. . . . CBS will do an experimental closed circuit audition of a "Lum and Abner" TV adaptation within the next few weeks. Web emphasizes, however, that it's strictly a trial with no firm plans for a regular series for the team. . . . WNBT has not cancelled the Hank McCune show, as itemed here last week. Station did knock out the film for one week because of a bad print.

De Forest Tells FCC Of 'Superior' Color TV

Washington Bureau of RADIO DAILY

Washington—Dr. Lee De Forest told the FCC Thursday that he is working on a color video system superior to anything yet offered, but that it will be a year before it is ready to show. He said his system is not compatible, but that it will not require a change in standards. The 76-year-old inventor, currently active in organizing a new company to produce home receivers, was unable to offer much of value for the Commission at this time, he said. He does plan, however, to press forward with his developmental work.

The Commission also heard the consulting engineer, Raymond Wilmotte, who spoke at some length on the advantages of polycasting as the solution to the power difficulties predicted for the UHF. Wilmotte called for a series of low-priced stations in what today are normal service areas to TV stations, assuring even reception throughout the area. These would broadcast simultaneously, receiving the signals from the central studio station on two channels to protect against ghosts.

Frank McCall Named NBC-TV News Chief

Appointment of Francis C. McCall as director of news and special events under NBC's new TV reorganization has been announced by Pat Weaver, v-p in charge of tele. Adolph J. Schneider was named manager of operations.

McCall has been with NBC since 1937 and during the war served overseas in Europe and the Pacific.

Pulse Top Ten

Texaco Theater, NBC	61.5
Talent Scouts, CBS	46.6
Godfrey Friends, CBS	39.6
Goldbergs, CBS	38.2
Toast of Town, CBS	37.1
Stop Music, ABC	32.1
Fireside Theater, NBC	31.3
Kraft Theater, NBC	28.1
Studio One, CBS	28.0
Philco Playhouse, NBC	27.5

Rates Up On NBC's Second Web Card

NBC yesterday issued its second network rate card, offering an interconnected web of 26 stations for $11,875 per hour, class A time, plus 23 non-interconnected stations for $5,550, or a total of $17,425 for the 49 outlets.

In a letter accompanying the card to advertisers and agencies, George Frey, director of sales, said that the web is being used for over 21 hours a week by 33 bankrollers.

Rate card number one offered 21 interconnected stations for $7,600 and 13 non-interconnected stations for $3,300. Virtually every station listed on both cards has increased its rates.

Emery To Hit The Road In Personal Appearances

Bob Emery, proprietor of Small Fry Club on DuMont next week begins a personal appearance tour of theaters, stations and stores in Boston, Chicago and New York. Frank Baer, program's film cameraman will cover the dates.

New RCA Receiver Adaptable To Various Bands, Voltages

A major step toward solving problems of international video standards has been claimed by RCA through development of a new receiver built to operate on the varying power line voltages and frequencies prevalent in many foreign countries, it was announced by Meade Brunet, managing director of the RCA International Division.

The new non-synchronous receiver was designed for world markets by engineers of the RCA International Division in conjunction with the RCA Victor Division. It operates from any voltage between 110 and 240 and on any power frequency between 40 and 60 cycles. This power supply need not be the same as the power furnished the transmitting station. The set operates on either the American system of 60 fields (30 frames), 525 lines, or the proposed European system of 50 fields (25 frames), 625 lines. Another feature is that the set will receive any of the 12 very high frequency channels, in contrast with most foreign-made receivers that pick up only one channel.

BBC In Research With Home-Built Color Studio

Dr. Peter C. Goldmark, CBS director of engineering research and development, has disclosed that the British Broadcasting Corp. will begin color TV experiments based on the CBS color system. Goldmark returned last week from London, where he demonstrated the CBS system before leading British engineers at the invitation of the British Institute of Electrical Engineers.

Goldmark disclosed at the same time that CBS research engineers have begun work on designs for the first universal pickup equipment for use in commercial color.

He said that the BBC's decision to begin experimenting in color video followed investigation of the CBS color system in this country by BBC engineers and executives, and a study of color equipment built in England by Pye, Ltd. The latter equipment, built from CBS designs, was used by Goldmark in his London demonstration.

Goldmark said that the BBC's color plans include the building of complete studio and receiving equipment, all based on CBS designs. H. L. Kirke, chief of the BBC's research department, will direct the British color activities, under the general supervision of Sir Noel Ashbridge, BBC director of technical services.

The British observers were impressed by four major points in their study of CBS color, Goldmark said, listing them as follows: simplicity, color fidelity, sharpness of image, and ease of adaptability.

Returning to the subject of the new universal TV pickup equipment being designed by CBS, Goldmark said it will have the advantages of being "all-purpose," simpler to build and operate, and more compact than present equipment.

Ziv's "Easy Aces" Film To Be Sponsored On DuM

"Easy Aces," quarter-hour film program starring Goodman and Jane Ace will be aired weekly, Wednesday, 7:45 p.m., by 15 DuMont stations, beginning Dec. 14 under sponsorship of Phillips Packing Co., through Aitkin-Kynett agency, Philadelphia.

Produced by Ziv Television Productions, Inc., program is scripted by Ace, George Foster, Mort Green and Jack Raymond. Jeanne Harrison directs, and Betty Garde is featured in the cast.

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Monday, November 14, 1949

Credits Top TV Service To RMA Town Meets

Washington Bureau of RADIO DAILY

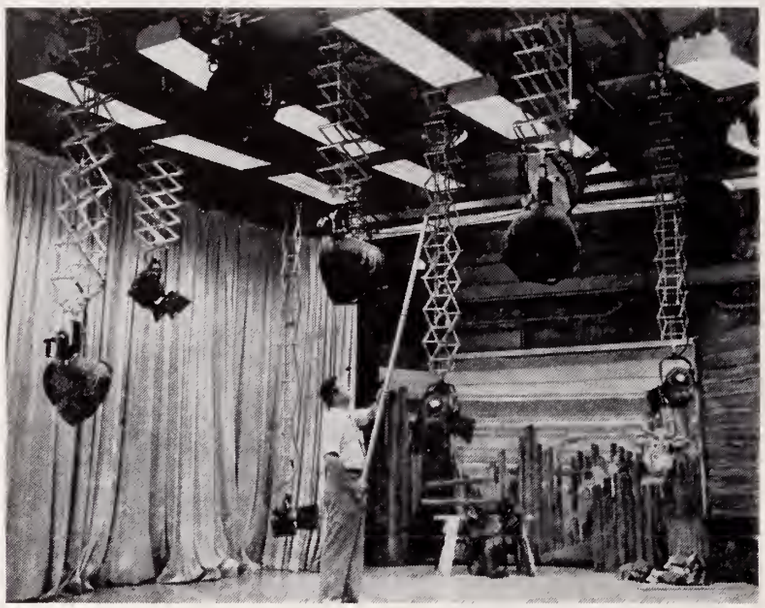
Washington — The training and education of TV servicemen is five years ahead of what it would be were it not for the RMA Town Meetings, president R. C. Sprague, of Sprague Electric Co., said at a town meeting for servicemen here in the Washington area. This was the seventh such session in the past two years, with over 800 servicemen turning out for the three evening sessions. Sprague is chairman of the RMA Town Meetings Committee.

Calls Job "Tremendous"

In opening the three-day session Sprague declared, "At the time this committee took on the project of helping the radio technician upgrade himself to television, there was little realization in the industry—from technicians to manufacturer—of the tremendous educational job involved. Neither did the industry realize that the center of importance had shifted from the salesman to the technician.

"As a result of these 'town meetings,' our educational activities today are at least five years ahead of where they would have been otherwise. Individual manufacturers, the trade press, and other services have, I believe, been stimulated to extend help to technicians in a manner that is an example for all American industry."

VIDEO "SKYHOOK" LIGHTS



Revolutionary new attachments for all types of TV lights have been installed in the studios of WCAU-TV, Philadelphia. The "skyhook" lights enable engineers to secure many lighting effects which previously required much testing and pre-setting. Lights are attached to overhead power rails and may be suspended or angulated in any direction, plus moved to any direction on the power rails. One man can set the studio lighting in a matter of a minute or two.

Introduce 16MM & TV Improved Sound Track

A new type of sound track, which offers substantial improvement in the reproduction of sound with average 16-mm projectors and TV has been introduced by J. A. Maurer, Inc., Long Island City, N. Y. In this new track, the familiar bilateral type of recording in a single line is replaced by a group of six smaller VA tracks, each a duplicate of the other and one-sixth the width normally employed. The multiple track thus contains twelve simultaneously modulated, identical areas.

Capodanno Joins Emerson As Dir. Of Engineering

R. T. Capodanno has been appointed director of engineering at Emerson Radio and Phonograph Corporation, Dorman D. Israel, executive vice-president of the company, has announced.

Capodanno was associated with Philco for the past eleven years, where he was active in government projects and in developing home, auto and radio receiver designs. Prior to this, he was connected with the University of Illinois, Physiological-Psychology Department.

PRODUCTION PARADE

A Technical Story

The job of telling a technical story in simple terms is done graphically in a three-color, four-page folder announcing American Structural Products Company's new rectangular television bulb. American Structural is an Owens-Illinois Glass Company subsidiary. The folder, written for tube and set manufacturers, shows dramatically why the rectangular bulb is the only bulb that uses all the viewing surface, gets all the picture and provides for reduction of cabinet size. Dimensional drawings are included.

New Flex Lite

Aero-Motive Manufacturing Company announces a new addition to their line of Flex Lites, namely a combination Flex Lite and Extension Cord Trouble Lite to work on 110 volts in place of flashlight batteries. Service men in many fields have long wanted a small trouble light that would fold up compactly enough to be carried in a service man's tool kit. The new model 110 comes equipped with a Flex Extension approximately 12 inches long and a neopreme service cord 12 feet long.

CBS Lensless Lens For Gridiron Telecast

TV football fans who will follow the Columbia University - Brown football game from Baker Field, New York, next Saturday, Nov. 19 (CBS-TV, starting at 1:20 p.m.) on their video sets, should have a better-than-front-row seat, if all claims made by CBS-TV for a new lensless lens to be used for the first time by the network shape up to expectations.

Designed By Dr. Back

The revolutionary new lens, Video-Reflector, designed by Dr. Frank G. Back, creator of the Zoomar lens, is a 40-inch lensless lens, designed to bring sharp close-ups of sports and news events to the nation's home TV screens.

In the new Video-Reflector lensless lens, the optical trick is accomplished with mirrors. There is not a lens element in the entire system. Four special reflectors bounce the light beams back and forth to obtain magnification so high that the figure of a man more than a block away from a TV camera completely fills the screen of a TV receiver.

Up until now, extra-long-focus telephoto lenses were out of the question for TV pickups. A lens with a focal length of 25 inches (which by old standards meant that it had to be at least 25 inches long) were about the longest that could be used.

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BUSINESS PRODUCTION

RADIO DAILY

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The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 29 NEW YORK, TUESDAY, NOVEMBER 15, 1949 TEN CENTS

NAB FINANCING GETS CONSIDERATION

CAB Takes Issue With Dunton On TV

The Canadian Assn. of Broadcasters has challenged a statement by A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., on the status of Canadian television, as quoted in RADIO DAILY on Nov. 1.

In a letter to RADIO DAILY last week, T. J. Allard, general manager of the CAB, which represents 95 of Canada's 119 privately-owned stations, questioned in particular Dunton's assertion that television in Canada is "wide open" for private broadcasters. Said Allard: "This

(Continued on Page 2)

Capital Radio Women Will Hold One Day Clinic

Washington—A publicity clinic, designed to give D. C. women's club, Embassy and other organizational publicity chairman an insight on how to use radio to promote their activities, will be given Thursday, Nov. 17 by the Nation's Capitol Radio Women on the American University campus. The clinic is sponsored by the public relations division of the university and the

(Continued on Page 6)

Texas Co. To Sponsor Met Opera Airings

The Texas Company will sponsor the Metropolitan Opera Saturday afternoon radio broadcasts over the ABC web for the tenth consecutive year starting November 26, it was announced by George A. Sloan, Chairman of the Board of the Metropolitan Opera, W. S. S. Rogers, Chairman of the Board of the Texas

(Continued on Page 8)

Both Barrels

The law of averages took time out Sunday night on ABC's "Stop the Music," when two listeners collected fat jackpots for identifying a "Mystery Melody." The first tune, "Chief Hckum," had gone unidentified for six weeks. Minutes after it was successfully named, another listener hit the bull's eye—naming the new tune—"Rustic Dance."

Plan Xmas Drive

Camden, N. J.—Preparing for a big Xmas drive on the 45-rmp music reproduction system, the RCA Victor Home Instrument and Record Departments are readying an intensive and complementary program, employing national advertising, a new radio program for children, and a variety of point-of-sale display units to spotlight 45-rpm instruments and records as ideal Xmas gifts for all family members. Special emphasis will be placed on the expanding children's market.

BMB To Suspend; New Service Studied

Plans to suspend operations of Broadcast Measurement Bureau on December 31 except for servicing operations on the Second Study which is scheduled to be released next month, were announced last weekend following a meeting of the executive committee of BMB.

Decision to curtail operations was made by NAB, AAAA and ANA, the three associations which are mem-

(Continued on Page 8)

Davis Named Vice-Pres., Of Kenyon & Eckhardt

Hal Davis, publicity director of Kenyon & Eckhardt Agency, New York, yesterday was named vice-president of the agency following a meeting of the board of directors. Two other executives were elected to similiar positions. They are Rob-

(Continued on Page 5)

Members Of Board Finance Committee Meet To Discuss Budget Problems And Make Recommendations

Washington Bureau of RADIO DAILY

Washington — The problem of financing NAB operations for the balance of the year and effecting additional cuts in operations came before the Board's Finance committee at a meeting held yesterday on the eve of the three-day session of the full NAB board. It is no trade secret that the

(Continued on Page 5)

Drewry Announces Peabody Plans

Athens, Ga.—January 9, 1950 is the deadline for entries in this year's Peabody Awards competition, according to an announcement yesterday by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which administers the awards.

Winners will be announced at a luncheon meeting of the Radio Executives Club of New York on May 4 by Edward Weeks, Peabody board

(Continued on Page 2)

Twelve ABC Stations Get Promotion Awards

Twelve radio affiliates of ABC have won top honors in the net's sixth annual competition for outstanding audience promotion of network programs. Award certificates are given by ABC based on question-

(Continued on Page 6)

State Dept. to Send Music Series Overseas

All Sunday's programs of the New Friends of Music chamber music series at Town Hall, and all subsequent programs this season, will be recorded by the International

(Continued on Page 4)

Butler To Address REC Luncheon Thurs.

Ralph Starr Butler, formerly vice-president in charge of advertising for General Foods Corp., will be the guest speaker at the luncheon-meeting of the Radio Executives Club of New York at the Hotel Roosevelt, Thursday, at 12:30 p.m.

Butler, pioneer in radio advertising who for 17 years supervised the

(Continued on Page 2)

Georgia Tells High Court FCC Right In WGST Case

Washington Bureau of RADIO DAILY

Washington—The State of Georgia told the Supreme Court in great detail yesterday that the FCC judgment concerning the ability of a radio station to serve the public interest cannot lightly be set aside by a state court. In the case of

(Continued on Page 4)

Shelley Named President Of Radio News Directors

Jack Shelley, of WHO, Des Moines, Ia., was elected president of the National Assn. of Radio News Directors, succeeding Sig Mickelson, during the closing business session of the NARND convention held in New York last week.

Ben Chatfield, WMAZ, Macon, Ga., was named first vice-president; Jim Bormann, Cedar Rapids, Ia., second vice-president; Sheldon Peterson, KLZ, Salt Lake City, Utah, treasurer, and Soren Menkoff, WOW, Omaha, secretary.

The following men were elected to the NARND board for three-year terms: Ben Cochran, WCOP, Boston; Sheldon Peterson, KLZ, Salt Lake City; John Bills, WQAM, Miami, Fla., and Tom Eaton, WTIC, Hartford, Conn. Jack Shelley, of WHO, was elected to fill the unexpired one-year term of David Kessler, WHAM,

(Continued on Page 8)

Record TV Reception

Montreal—A television broadcast was viewed here Friday night, according to D'Alton Woodlock, of Iberville, Quebec. He brought television equipment which he built himself to the apartment of Mr. and Mrs. Albert Desjardins, and the three watched a boxing match staged in Madison Square Garden, New York.

Envision Empire State As All-N. Y. Video Mast

[TURN TO PAGE 7]

RADIO DAILY

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MARVIN KIRSCH : Business Manager

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FINANCIAL

(November 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7⅜	7½	— ⅛
Admiral Corp.	29⅞	29⅛	29⅜	— ⅜
Am. Tel. & Tel.	146½	146⅛	146⅛	— ¼
CBS A	25⅜	25⅛	25⅜	+ ¼
CBS B	25⅛	25⅛	25⅛	— ⅜
Philco	30⅜	29¾	29¾	— ⅝
RCA Common	12½	12¼	12¾	— ⅛
RCA First Pfd.	73¾	73¼	73¾	+ ½
Westinghouse	27⅜	26⅞	27	— ½
Westinghouse Pfd.	100	100	100	— ¼
Zenith Radio	28⅜	28	28	— ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14¾	14½	14½	+ ⅛
Nat. Union Radio	2½	2⅜	2½	

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14	15
Stromberg-Carlson	13¾	15

Whitney In New York

George Whitney, Don Lee General Sales Manager, is in New York on business and is stopping at the Biltmore Hotel. Whitney will call on the Blair offices, Don Lee's eastern sales representatives, and clients in New York, Chicago and St. Louis. Whitney's tour concerns both AM and TV business. He'll return to Los Angeles around December 1.

RADIO DIRECTOR'S RIGHT HAND

11 years proved performance, 4A Agencies. Secretarial skills. Production, scripts, E.T.'s, traffic, spot time buying, contracts. On the other hand; college, tact, personality. Write Box 287, RADIO DAILY, 1501 Broadway, New York City.

Butler To Address REC Luncheon Thurs.

(Continued from Page 1)

advertising of General Foods products will discuss the subject: "Early Experiences with Radio and Some of the Lessons To Be Drawn from Them." He will be introduced by Atherton Hobler, Chairman of the Board of Benton & Bowles, Inc.



DENNY

Another guest speaker will be Charles R. Denny, NBC executive vice-president who will speak in connection with the presentation of a Junior Achievement Award to an NBC affiliate.

The annual national radio award to the best Junior Achievement radio broadcasting company in the United States will be presented to the Junior Broadcasting Company of Peoria, Ill.

Denny will present the award (an illuminated scroll signed by Justin Miller, president of NAB and the presidents of the four major networks) to William Allan Linsley, president of the Junior Broadcasters Company, who will be guest of honor. Linsley will be featured on broadcasts of the four major networks during his New York visit.

Linsley, a 16-year-old junior at Woodruff High School, Peoria, was elected to come to New York to receive the award by fellow-members of the prize-winning company.

Linsley's group broadcasts over WEEK, Peoria affiliate, a regularly scheduled series of Saturday morning programs covering teen-age sports, fashions, social activities and high school chatter. Recordings of their broadcasts were entered in competition with the works of other Junior Achievement radio companies, together with financial statements and annual reports.

Second place award has been made to the Big Four Broadcasting Company, sponsored by WMBD, Peoria, Ill., national award winner in 1947. Honorable mention has been given to Talent Unlimited, sponsored by the New Bedford (Mass.) Gas and Edison Light Company.

Peabody Award Plans Announced By Drewry

(Continued from Page 1)

chairman, and Dean Drewry. Four awards are to be made this year in the field of television, in addition to those in radio. Entry forms are being mailed this week to stations and networks throughout the U. S.

The Peabody awards are designed "to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia.

CAB Takes Strong Issue With Dunton On Video

(Continued from Page 1)

statement must be compared with the fact that, so far, no application for a television license by any privately owned broadcasting station in Canada has been granted."

Allard had this rebuttal for Dunton's statement that only one private operator had applied for permission to build a TV transmitter (at the time the Nov. 1 story was written): "To our definite and certain knowledge," said Allard, applications have consistently and repeatedly been made by broadcasting stations CKEY and CFRB, Toronto, CKAC and CFCF, Montreal, and on other occasions by CHML, Hamilton, Mr. Al Leary, of Toronto, and Canadian Famous Players Limited. We are also led to understand that an application was made by CKLW in Windsor."

Jessel Guesting

George Jessel who is in New York this week for personal appearance on November 18th at the Roxy for opening of "Oh, You Beautiful Doll," will also do Elgin Tele show and "We The People" show while here. On return trip to the west coast he will stop over in Chicago for p.a. then to Hollywood for Crosby show and two Martin and Lewis shows.

COMING and GOING

W. W. CHAPLIN, newscaster heard on NBC, this week will broadcast his "Report on America" from Phoenix, Ariz., and the following week from Albuquerque, N. M.

JAMES HANRAHAN is in town from WEWS-TV, Cleveland, for conferences at the headquarters of the Columbia network.

MERRILL "RED" MUELLER, London correspondent of NBC, has arrived in New York, and now is leaving for Dallas, Tex., where he will discuss International Forums at the convention of Sigma Delta Chi.

G. RICHARD SWIFT, general manager of WCBS, together with JACK STERLING and BILL LEONARD, station personalities, spent the past week-end fishing off Montauk Point.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, today is in New York on business, while GORDON GRAY, vice-president of the station, is in Horrisburg, attending a meeting of the Pennsylvania Association of Broadcasters.

WILT GUNZENDORFER, general manager of KROW, Oakland, Cal., is in town on a short business trip.

DREW PEARSON, American network commentator, on Armistice Day was in Hays, Kansas, for a special network program in connection with the Freedom Train.

HENRY MORGENTHAU, III, assistant program director at WNEW, is spending a week in the Virgin Islands.

TONI ARDEN, Columbia Recording featured artist, is in Detroit for a one-week appearance at the Fox Theater.

HOMER CANFIELD, western network manager of NBC, is in Gotham to confer with program officials of the web.

New Gnu



Mother Gnu poses for her first picture with her brand new baby girl. It was a big event in the Washington Zoo.

There's something new in the Baltimore radio market, too. It's about the big *plus* audience that W-I-T-H delivers.

You probably know that W-I-T-H produces more regular *home* listeners-per-dollar than any other station in town. Now a recent survey made under the supervision of the Johns Hopkins University shows that, in addition, 34.6% of all the radios playing in *drug stores* were tuned to W-I-T-H!

This means that a *little* money *goes* a long way on W-I-T-H. It means that from W-I-T-H you get real low-cost results. So call in your Headley-Reed man and get the whole story today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

"THEATRE TIME"

The FIRST Open-End "NAME" STAR DRAMATIC TV ½-HOUR SHOW—BUILT ESPECIALLY FOR TV!

Regional and national advertisers will find "THEATRE TIME" the perfect vehicle for use in selected markets. Now, for the first time, local advertisers may sponsor a big-time TV dramatic show at a cost within their budgets!

Available on 16mm Kinescope film (new improved Paramount process) at sensationally low cost through syndication—starting at $135.00 including 15% agency discount!

Time allowed for opening identification, two commercials, closing signature.

"THEATRE TIME" includes such stars as LUISE RAINER (twice Academy Award Winner) in "THE LOST CHILD," original story by Alfred Bester; CHESTER MORRIS (Boston Blackie on the screen) in "GARCY'S GIRL," original story by Carl Bixby; and other names.

Nationally known writers, direction by Carl Eastman. Series will include mystery, comedy, melodrama, suspense, etcetera.

ARRANGE FOR YOUR SCREENING NOW!—RESERVE THE MARKETS YOU WISH!

"THEATRE TIME" is a Melco Production, produced by Chick Vincent and Gerry Law

Distributed Exclusively By

KASPER-GORDON, Inc.

140 BOYLSTON STREET, BOSTON 16, MASS.

DEvonshire 8-7357

CHICAGO

By HAL TATE

MRS. ION BURRIS is critically ill at the Illinois Central Hospital following a recent stroke. Seventy-nine years old, she is the mother of Bill Irvin, radio editor of "The Chicago Sun-Times" and the mother-in-law of Doris Keane, owner of the Radio Institute of Chicago.

Phillips 66 gasoline is ready to renew the WLS-National Barn Dance for the 4th consecutive 13 weeks. Program is heard on 92 ABC stations and originates at the 8th Street Theater. Lambert & Feasley, Inc., N. Y., handles the Phillips account.

News commentator Moulton Kelsey and his wife, who was formerly a radio actress in St. Louis, have packaged a show titled "Home Front" in which several stations have expressed an interest. With the Kelseys expecting a youngster in March, "Home Front" deals with the trials and tribulations of parents-to-be.

Georgia Tells High Court FCC Right In WGST Case

(Continued from Page 1)

WGST, Atlanta, where the Commission insisted that the Regents of the State University System, to whom the station was licensed, exercise the powers and authority to which they were licensed, "federal power is exclusive," said State Attorney General Eugene Cook.

It was after the FCC insisted that the station abrogate a management contract with Southern Broadcasters, Inc., that a state court held the station was liable for the money which would otherwise have gone to the firm. A major stockholder of the firm is Sam Pickard, former Federal Radio Commissioner and former CBS vice-president.

The Georgia Supreme Court concluded that the FCC was not clearly ruling on a matter of public interest when it ordered the WGST licensees to take over and terminate their arrangement with SBI. This conclusion is sharply scored by the state, which charged also that the state court, "in giving effect to private contractual rights superior to and in conflict with the power of Federal regulation under the Communications Act of 1934, was contrary to the prior decisions of the court."

The Commission is expected to file an *amicus curiae* brief in this case.

WBAL
means business
in Baltimore



California Commentary. . . !

● ● ● New York dramatic critics may not have liked Ken Murray's "Blackouts" but this week he signed a one-year deal (Budweiser beer) at $20,000 per week for a one-hour "Blackouts" TV show on CBS beginning Jan. 7th. Show will originate in Hollywood Manhattan. . . . The "Skippy Hollywood Theater," a transcribed feature since its first show years ago, will go "live" on NBC immediately after the first of the year. . . . Vice-President Alben Barkely has been added to the list of stars who will be heard on "Kids Day Salute," next Thursday, November 17th over ABC network. Harry Von Zell will emcee and Edgar Bergen, Bing Crosby, Jimmy Fidler, Arthur Godfrey, Gabriel Heatter, Bob Hope, Drew Pearson, Red Skelton, Dinah Shore, Walter Winchell and other names will appear. Gifford Phillips announced that Teevee Productions has signed a contract with Gay Forester for a TV program tentatively titled "The Show Must Go On." Miss Forester will act as raconteur and mistress of ceremonies bringing on top show business figures from the stage, variety halls, and other phases of the industry. Show will be written by Al Mannheimer, Fred Kohner and Frank MacDonald.

☆ ☆ ☆ ☆

● ● ● Now it's grand openings for TV stations—New Tulsa station KTOV has appointed a Hollywood agent to round up stars and ship 'em along for the premiere by air. . . . Ben Gage will originate his newest video program, "Talent Time at the Trails" featuring amateur entertainers, from his nitery beginning this winter over one of the local TV stations. . . . Allan Jones, ABC network star, has been offered a series of four starring musical productions this winter by the Detroit Civic Light Opera Assn, teeing off in January with the lead in the "The Chocolate Soldier." . . . Kay Kyser has landed a TV show on NBC, with Ford Dealers paying the bills, it starts as soon as the opening show (from New York) can be whipped together. It will be Kinescoped to the rest of the country. . . . Curt Massey set for his first waxing session with London Records. He will open with four sides. . . . Larry Kolpack, exec. veepee of Larry Finley Prods. called in all his reps for a long confab over weekend for big promotion. . . . Taylor Holmes signed with Jerry Fairbanks Studios for holiday video presentations. He and Vincent Price will narrate Charles Dickens' stories for Christmas presentation. . . . Frank Veloz, star of the KNBH "Veloz Show," has found time to write a screen story called "Waltz at Dawn," based on an early phase of his dancing career with Yolanda.

☆ ☆ ☆ ☆

● ● ● Tommy Dorsey is negotiating three separate deals pertaining to his big Casino Gardens Ballroom in Ocean Park—and all point to television. . . . The late Buddy Clark's recording of KFWB's Bill Anson's tune "When I Write My Song" has been released. Ironically, while several of the deejays around town have been playing it on their programs, Anson hasn't received a copy as yet. . . . Mark Finley and Jim Parson of the MBS Publicity staff will address U.C.L.A. public relations students today. . . . KECA deejay, Ira Cook and Mrs. Cook, left following stint on "Dollars or Doughnuts" show on Friday, for a four-day vacation in Las Vegas. They will revisit scene of their honeymoon. . . . Nelson Leigh, who has portrayed Christ in the LA "Pilgrimage Play" for many years, was signed to play the Ghost of Christmas Past in "A Christmas Carol." Video presentation to be filmed at Jerry Fairbanks Studios for Stokey-Ebert Prodns. . . . Hal Roach, Jr., who heads Hollywood's Television Film Producers Assn., in NY trying to talk Petrillo out of royalties and footage demands on film production.

PROMOTION

"Tasteful" Publicity

An unusual tie-in between an entertainment-world celebrity and a candy company was effected recently when Buddy Basch worked out a plan for The Sweets Company of America, makers of "Tootsie Rolls." The promotion included the Tony Martin record "Toot Toot Tootsie, Goodbye."

The agreement had Sweets Company furnish Basch with cartons of "Tootsie Rolls" for disc jockeys, editors and columnists. Basch was given 224 cartons (each has 24 5c "Tootsie Rolls"), of which he kept 112. He sent 16 to a Chicago associate and 96 to one in California. A card attached to the cartons (printed in chocolate brown) tied the promotion together with its copy: "'Tootsie Rolls' are a good-buy and Tony Martin's 'Toot Toot Tootsie, Goodbye' is a sweet record!"

State Dept. to Send Music Series Overseas

(Continued from Page 1)

Broadcasting Division of the U. S. Department of State and rebroadcast world-wide, exclusive of this country, it has been announced by Ira A. Hirschmann, president and founder of the New Friends of Music and president of WABF (FM), which carries the programs locally.

The broadcasts by the State Department are non-commercial and are presented solely for the purpose of furthering the Government's aim to portray to the peoples of other countries a full and fair picture of American life, culture and customs.

The performances will be heard in the Far East, Latin America, Europe and Africa, where American information officers in consulates and embassies pass the recordings on to broadcasting stations for local release.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

Financing For NAB Given Consideration

(Continued from Page 1)

drain on the $700,000 operational budget for 1949 has been heavy and some of the factors have been the financing of BMB's Second Study, the 12½ per cent reductions in membership dues until the end of this year and the establishment of Broadcast Advertising Bureau as a radio and sales promotion service to the membership.

Several approaches have been suggested to strengthen the NAB coffers. One is a drive to re-enlist some of the membership of larger stations who resigned this year and to bring into the NAB fold new member stations. It has also been suggested that the full board adopt a definite scale of membership fees for TV stations and that an effort be made to get all TV stations enrolled as due paying members.

Board Meets Today

The financing problems will have bearing on the deliberations of the board which meets today to iron out operational problems. It is doubtful if the board will underwrite any further audience measurement research and that if BMB is continued it will have to operate as private enterprise.

Another knotty problem will be the disposition of Broadcast Advertising Bureau headed by Maurice B. Mitchell. The board is faced with deciding whether BAB should be retained as a service of NAB or setup as private enterprise.

The NAB structure committee is expected to present the board today a report on recent discussions with FMA toppers, along with a broad proposal for an offer of merger to be approved by the board before going to the FMA board. FMA still does not definitely propose a merger, a high official said last night, but it will listen attentively if NAB does suggest a basis for consolidation.

Principles Discussed

When the NAB structure group met here last month, FMA toppers met informally with the committee and were told that NAB plans for the integration of FM and TV efforts would be best served by a joining of the two organizations. General principles for a merger were discussed at that time, but no definite proposal was offered by NAB. It is anticipated that such a proposal might this week be agreed upon at NAB, after which it would be forwarded to FMA for consideration by the board and, if the board approves, by the membership.

The structure committee met yesterday at NAB headquarters, with Chairman Clair McCollough of WGAL, Lancaster, Pa., presiding. Other members include Campbell Arnoux of WTAR, Norfolk, Va.; Everett Dillard of WASH - FM, Washington, former president and still a director of FMA; Paul Morency of WTIC, Hartford; John F. Meagher, of KYSM, Mankato, Minn.; and Henry Slavick of WMC, Memphis.

The board will be guests tonight at a dinner tendered jointly by the NAB president, Justin Miller, and President Eric Johnston of the Motion Picture Association of America. Although neither organization offers any details on the matters to come up, a strong possibility was seen here that the two industry leaders are interested in working out some sort of joint industry approach to common problems.

★ AGENCY NEWSCAST ★

A SEVENTEEN-MAN committee has been established under the chairmanship of Earl C. Donegan, of McCann-Erickson, Inc., to organize the current United Hospital Fund Campaign among the advertising agencies of Greater New York. The Fund has a goal of $3,367,000 a sum which would offset the losses incurred by the 86 voluntary, non-profit hospitals in the city which treat all comers, regardless of ability to pay. Serving with Mr. Donegan on the committee are Walter R. Hine, J. Walter Thompson Co.; Guy Richards, Compton Advertising, Inc.; Luis Dillon, Foote, Cone & Belding; William MacFarland, N. W. Ayer & Son, Inc.; Carle E. Rollins, J. M. Mathes, Inc.; Glenn Wiggins, Kenyon & Eckhardt, Inc.; Thayer Cummings, Batten, Barton, Durstine & Osborn, Inc.; E. J. K. Bannvart, Cecil & Presbrey, Inc.; Florence McGrady, The Caples Company; Paul A. Danielson, Paris & Peart; Herman Daych, St. Georges & Keyes, Inc.; Julian G. Braun, Hirshon-Garfield, Inc.; A. W. Lewin Company; H. A. Thompson, Anderson, Davis & Platte, Inc.; Louis E. Dean, Kudner Agency, Inc.; Theodore M. Seller, MacLean Advertising Agency, Inc.

LENNEN & MITCHELL, INC., has been appointed by Newsweek magazine, effective Jan. 1.

WILLIAM ROSS FRY has joined the Detroit staff of Brooke, Smith, French & Dorrance, Inc.

ALBERT PLEUS has been appointed manager of sales promotion and advertising of the Fleischmann division, Standard Brands, Inc. He has been sales promotion manager of the Fleischmann division for the last four years.

MELVILLE BURKE, stage and film director, has joined the television department of the William Esty Co. as staff director. His current assignment is "The Colgate Theater."

MARK BENNETT BYRON, formerly New York advertising manager for Yardley of London, Inc., has joined the William Esty Co. as a vice-president.

KENYON & ECKHARDT has been appointed by the Bristol-Myers Co., for a new product.

TRACY, KENT & CO., INC., has been named by Julian Freirich, Inc., Long Island City, N. Y., packer of smoked meats.

BERMINGHAM, CASTLEMAN & PIERCE, INC., has been named by Virginia Maid Hosiery Mills of Pulaski, Va., effective Dec. 1.

WILLIAM WARREN AGENCY has been appointed by Restaurants of the Months, Inc.

THE WALKER CO., radio station representatives, has moved its offices to larger quarters at 347 Madison Ave., New York.

Davis Named Veepee Of Kenyon & Eckhardt

(Continued from Page 1)

ert D. Wolfe and Donald C. Miller.

Davis came to K & E four years ago after wartime service in the Navy. Prior to then he operated his own public relations office and spent six years in the publicity department of CBS.

Wolfe, manager of the Hollywood office, will continue on the west coast as vice-president in charge of their coast operations. Prior to going west Wolfe was associate radio director in New York for eight years.

Miller, manager of the agency's Detroit office since February, 1928, was formerly an executive of the Packard Motor Car Company.



Orchids to our

KAY WEST and KEX Portland, Ore.

..national winners of the

"LIFE-LINE OF AMERICA" TROPHY

presented this week by

GROCERY MANUFACTURERS OF AMERICA, Inc.

To Grocery Manufacturers of America, many thanks for selecting KEX's Kay West as the winner of the second annual "Life-Line of America" Trophy.. the eminent award for outstanding interpretation of the respective roles of the farmer, the processor and the grocer in supplying America's food needs! As time-buyers everywhere know, Kay West's promotions of food products really are outstanding. That's one reason why Kay West's program (1:30-2:00 PM, Monday through Friday) is perhaps the most popular women's show in the BIG Pacific Northwest territory! Free & Peters has details.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

NEW BUSINESS

WGN-TV, Chicago: Television Forecast, Inc., Chicago, will sponsor "Coming Attractions," the period just preceding sign-off, on WGN-TV, daily for 52 weeks. The account is handled direct. Seeman Bros., for "Air Wick," is sponsoring a weekly announcement in "Spin the Picture" on WGN-TV, Saturday, 7:00-8:00 p.m., for 26 weeks. Wm. Weintraub, New York, is the agency. Louis Milani Foods, Maywood, California, are sponsoring 2 additional one-minute film announcements weekly on WGN-TV for 8 weeks. Jourdan Co., Los Angeles, California, handles the account. Home Federal Savings & Loan Assn., Chicago, will sponsor 3 weekly one-minute film announcements on WGN-TV for 13 weeks beginning November 28. The advertising Division, Inc., Chicago, handles the account. Weingartner Mfg. Co., Chicago, will sponsor a one-minute live announcement on "Stop, Look & Learn" on WGN-TV, Wednesday, 7:30-8:00 p.m., for 5 weeks beginning November 16. Lausensen & Salomon Agency, Chicago, handles the account. D. L. Clark Co., Pittsburg, Pa., (confectioners) will sponsor a one-minute film in "Trail Blazers' Theater" on WGN-TV, Wednesday, 5:30-6:30 p.m., for 13 weeks from November 16. Batten, Barton, Durstine & Osborn, N. Y., is the agency.

WCBS, New York: Standard Brands, for Chase & Sanborn regular and instant coffee, has contracted for 52-weeks participation in "Hits and Misses" and the Phil Cook program. The announcements in the "Hits and Misses" program starring Harry Marble will be aired Monday through Friday effective immediately. Air time is 5:30-6:00 p.m. Participations in the Phil Cook show have been purchased for Tuesday through Saturday also effective immediately. Program is aired Monday through Saturday, 8:15-8:30 p.m., EST. Agency for Standard Brands is Compton Advertising Inc.

Twelve ABC Stations Get Promotion Awards

(Continued from Page 1)

naires submitted to network advertisers and their agencies.

Winners in Group 1 (cities of more than half a million) are WCOP, Boston; KXOX, St. Louis, and WCAE, Pittsburgh.

KCMO, Kansas City; KJP, Seattle, and KOIL, Omaha took honors in Group 2, (cities with populations of between 100,000 and 500,000.)

In cities of 50,000 to 100,000, Group 3, WNAX, Yankton, Sioux City, WENE, Endicott, N. Y., and WELM, Elmira, N. Y. were the winners.

Honors in Group 4, stations in population areas of less than 50,000, went to KVOS, Bellingham, Wash., WHBL, Sheyboygan, Wisc., and WHBF of Rock Island, Ill.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of October 28-November 3, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
Ain't She Sweet	Advanced
Be Goody Good Good To Me	United
Dear Hearts And Gentle People	E. H. Morris
Dime A Dozen	E. H. Morris
Don't Cry Joe	Harms
Envy	Encore
Georgia On My Mind	Peer
Headless Horseman	E. H. Morris
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
I Never See Maggie Alone	Bourne
I Only Have Eyes For You	Remick
Jealous Heart	Acuff & Rose
Last Mile Home	Leeds
Maybe It's Because	Bregman-Vocco-Conn
Let's Take An Old Fashioned Walk	Berlin
Mule Train	Walt Disney
Now That I Need You, (Where Are You)	Famous
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
She Wore A Yellow Ribbon	Regent
Slipping Around	Peer
Someday You'll Want Me To Want You	Duchess
Story Of Annie Laurie	Santly-Joy
That Lucky Old Sun	Robbins
Through A Long And Sleepless Night	Miller
Toot Toot Tootsie Goodbye	Feist
Wishing Star	Broadcast Music
Younger Than Springtime	Chappell
You're Always There	Bregman-Vocco-Conn
You're Breaking My Heart	Mellin

Second Group

TITLE	PUBLISHER
Crocodile Tears	Johnstone-Montei
Festival Of Roses	Witmark
Hawaiian Sunset	Republic
Hop Scotch Polka	Cromwell
It's A Great Feeling	Remick
It's A Wonderful Life	Lombardo
Just For Fun	Paramount
Let's Harmonize	Santly-Joy
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
Makin' Love Ukelele Style	Mayfair
Meadows Of Heaven	Laurel
My Bolero	Shapiro-Bernstein
My Own My Only My All	Paramount
My Street	Campbell
River Seine	Remick
Scattered Toys	Goldmine
Some Enchanted Evening	Chappell
Song Of Surrender	Paramount
Souvenir	Beacon
There's Yes Yes In Your Eyes	Witmark
You Told A Lie	Bourne

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BEHIND THE MIKE

THE talented family personnel on one of WWRL's foreign programs bill themselves as "The Hungarian Barrymores."

Tina Prescott, who has appeared on the Barry Wood show and CBS Fashions, signed for nightly piano sessions at the swank Town House.

We'd like to toss a couple of bouquets to a bunch of unsung guys who are doing a great job—the TV crews on out-of-town originations. We're thinking especially of the grand job producer Vance Hallack, director John Rogers and their crew are turning in on Ted Granik's NBC simulcast, "American Forum of the Air," out of Washington, D. C. And the lads use only 2 cameras.

Roberts and Carr Prod. will do a second series of three-dimensional commercials for the Cities Service "Band of America" videocast—a technique developed by artist Jack Eisner.

Dorothy Kirsten, who co-starred with Bing Crosby in "Mr. Music," will do "Manon Lescaut" for the Met this year.

WVNJ now devoting 85 per cent of its time for music programming and cutting down still further on "talk" shows.

Bob Bright, now working in association with Bob Loewi, has signed up welter champ, Sugar Ray Robinson, for a TV series.

Gov. Val Peterson has requested Sid Ascher to act as his rep in formally commissioning "Sheriff" Bob Dixon an Admiral in the Great Navy of Nebraska.

Cosmopolitan mag negotiating with Morey Amsterdam for serial rights to his book, "Bright Sayings of My Wife."

Capital Radio Women Will Hold One Day Clinic

(Continued from Page 1)

alumnae chapter of Theta Sigma Phi, national women journalists fraternity.

Ruth Crane, director of women's activites for WMA, WMAL-TV, will discuss "Television, How and When to Arrange Publicity"; Elinor Lee, director of community service for WTOP will talk on "Interviews and Spot Announcements on Women's Programs," and Hazel Markel, director of program service at WTOP, will cover "Talks, Discussions and Public Service Programs." Chairman of the radio and television section of the clinic is Mary Burnham, assistant director of women's activities for WMAL, WMAL-TV.

Ross Named Coral V.-P.

Michael Ross has been named vice-president of Coral Records, Inc., New York, wholly-owned subsidiary of Decca Records. Ross, who joined Decca in March, 1947, will continue to serve in his former capacity as general sales manager of Coral Records.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 15, 1949 — TELEVISION DAILY is fully protected by register and copyright

SEE CO-OP EMPIRE STATE ANTENNA

TELE TOPICS

THE big problem of comedians wearing out on a weekly series was raised by no less a personage than Henny Youngman on "This Is Show Business" Sunday nite. Milton Berle's number one boy said that he has turned down offers from eight sponsors (sic) because he did not want to do a show every week. A discussion of Mr. Youngman's professed popularity among advertisers would be out of place here, but the problem he spoke about is real indeed. That Berle has begun to wear thin with many who have seen him since last season is, we think, an accepted fact. That several weekly dramatic shows employ two separate production crews is in itself recognition of the toll that a week-in and week-out grind can take, among performers and behind-the-scenes personnel alike. Similar thinking has been expressed by agency sponsor execs, and it has been reported that the Texaco show will go bi-weekly after the first of the year. . . . The premise that a commercial show must appear every week to make a sales impact is a result of the old radio pattern. TV's appeal and impact are so much greater than AM's that the same conditions need not be aoplied to both. It is encouraging that the ice has been broken and that one or two bi-weeklies are on the air and more are on the way. We think the trend will grow to the benefit of the industry, talent and the public.

●

SHORT takes: Marked improvement is evident in "Bow'ing Headliners," now on DuMont. Show is much smoother in all departments, aided by Dick Shepard's handling of a quiz portion and also by a camera located behind the pins. . . . Last week the character of George Bigelow, a regular on the AM version of the Aldrich Family, was introduced on the TV program. Expertly played by Lionel Wilson, the role might enhance the show if developed further. . . . Add the Charioteers, Mata and Hari and Charles Sanford's ork to the lineup of the Elgin-American Thanksgiving Day show on NBC. Mel Tolken and Lucille Kalen will script, with choreography by Ester Junger, sets by Fred Fox and costumes by Paul DuPont.

●

"CAMERA CLUB," new show wih Rex Marshall and Fran Larsen, has been auditioned on closed circuit at CBS for possible bankro'ling by Pathe Cine, which wi'l market a new Pathe movie camera line in this country. Newell-Emmett has the account, and John Peyser directed. . . . Ted Streibert, Julius Seebach and Jack Poppele, top echelon at WOR-TV, will address the ATS meeting at the Park-Sheraton tonite. Forum on program and production problems will highlight the Society's December meet. . . . First public stock issue of Skiatron Corp. offers 275,000 shares at 1$ per.

KRON-TV, 3rd In S.F., Makes Debut Tonight

San Francisco—NBC's affiliate in the Bay Area, the Chronicle-owned KRON-TV, goes on Channel 4 today.

There will be an hour-long dedicatory variety show which will kick-off KRON-TV's air activity at 7 p.m. It will be a dramatized story of San Francisco and the Bay region. The Texaco Star Theater will follow at 8, with a special salute to KRON-TV by Milton Berle.

City Now Has 3 Stations

The advent of KRON-TV brings the number of stations here to three. The others are KPIX and KGON-TV.

KRON-TV will be on the air six nights a week, Sunday through Friday and operate from studios in the Chronicle Building, Fifth and Mission Streets. The main studio is on the ground floor and has 40 x 60 feet of operating space. The second floor has rehearsal studios, cutting and dark rooms and executive offices. The transmission facilities are located at Television Peak in the San Bruno Mountains south of San Francisco where it works in cooperation with KNBC-FM.

Charles Thieriot is general manager; Harold P. See, formerly with WBAL-TV and WNBW, is director of operations; Al Isberg is chief engineer, Pat Crafton is program manager. They head a staff totaling 23.

Programs will be transmitted on a 15,000 visual power and 7700-watt audio power. Later, when the FCC gives the go-ahead on using the new antenna's directional facilities, the watt output will be upped to 100,000.

Pye, Ltd. To Export Sets To U. S. Market

Pye, Ltd., giant electronics manufacturing firm plans to begin production of TV receivers for export to this country early next year, William Jones, spokesman for the company, said yesterday on his arrival in New York aboard the America. The sets will be produced at Pye's plant at Ajax, Ontario, he said.

Jones also attacked the British government's lack of speed in developing TV and said, "Private enterprise stands ready to build the stations and then let the Government take them over, because the Government is so slow."

He added: "There is a $20 tax on our $98 nine-inch table model in Britain and owners have to pay a $5.60 viewing license. 200,000 sets have been licensed in the London area. The radio and phonograph business is more or less dead in Britain bcause there is a tax of 66 2/3 per cent on them."

Sen. Johnson Clarifies Stand On Color-Tele And 'Freeze'

Washington Bureau of RADIO DAILY

Washington—Lifting of the television freeze now "would be both a scientific and economic absurdity," Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee wrote over the weekend.

In a letter to FCC Chairman Wayne Coy, Johnson said "easily identified selfish interests are laboring day and night to lift the freeze now and nothing more." The time to lift the freeze, he said, will be "when the proposed 42 UHF channels are allocated on a city-by-city basis throughout the nation and standards for their use promulgated . . . the sooner that is done, the better."

As for color, Johnson said he hopes for broad general standards as soon as possible, with competition then to take the art toward perfection. Compatibility, while desirable, certainly should not be the primary basis for a decision," he added.

Johnson called upon the Commission to lose no time in approving standards "for the immediate commercial utilization of a larger number of channels in the UHF band so that a realistic nation-wide competitive system of television can be developed.

"I regard it as tragic," he said, "for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation. However, I trust that the Commission's final allocation in both bands will take into consideration the problems both of set owners and television licensees and not provide a hodge-podge for each city which may have to be revamped again in a few years."

Johnson said his letter was occasioned by the inconsistency of recent reports in the press on his present attitude toward video problems.

Other Outlets May Join NBC, ABC Atop Bldg.

Plans are being formulated for the construction, atop the 102-story Empire State Building, of a master transmitter antenna mast which could accommodate all stations in the New York area, it was learned yesterday.

It was reported also that RCA engineers, with the approval of the FCC technical staff, are working to perfect a transmitting tower which would provide equal signal service to all outlets.

NBC Now Sole Occupant

For the past ten years, NBC has been the sole TV occupant of the world's highest tower. This year, however, the building demanded a sizeable rent boost, and NBC decided to take in a partner on the site rather than pay the full increase alone. ABC has already received permission from the FCC to move its transmitter to the Empire State from the Hotel Pierre and has begun work on the project.

Recently, the building has been sounding out other stations on the possibility of a move. It is believed that only two, CBS and WOR-TV definitely are not interested. CBS recently completed a new installation at the Chrysler Building and feels that it is getting satisfactory coverage. WOR-TV has its own tower atop the Palisades and also is getting good reception.

Three other stations, however, DuMont, WPIX and WATV, are considering the possibilities of a switch. In addition to providing improved coverage because of the added height, location of several stations atop the building simplify installation of new receivers and antenna-orientation of presently-installed sets.

Okon WDTV Flack Chief

Pittsburgh—Ted Okon has been appointed director of publicity and promotion of WDTV, DuMont o. & o. station here, it was announced yesterday by general manager Donald A. Stewart. Okon formerly was in the promotion department of the J. P. Harris Amusement Co. He is a graduate of the University of Pittsburgh.

Cleve. Passes 100,000

Cleveland—Sale of 13,617 receivers in Cleveland has boosted the area's total to 101,358, figures compiled by the Bureau of Business Research of Western Reserve University revealed yesterday. Of the total, 95,643 are in homes.

Shelley President Of News Directors

(Continued from Page 1)

Rochester, N. Y., who resigned. Holdovers on the board were Bruce Berrington, KXOK, St. Louis; Ben Chatfield, WMAZ, Macon, Ga.; Bob Bodeen, WOC, Davenport, Ia.; James Bormann, WMT, Cedar Rapids; Ed Kirk, WPTF, Raleigh, N. C.; Fred Hinshaw, WLBC, Muncie, Ind., and Sid Pietzach, WFAA, Dallas.

Annual Awards Announced

The following NARND annual awards were presented at the convention, on the recommendation of the association's board of judges:

Class I: Individual contribution to the progress of radio news.

Arthur Stringer, FM director, National Association of Broadcasters for his work as secretary of the NAB News Committee, as secretary of the Council on Radio Journalism and his work in organizing and developing its program of internships for radio news teachers, for his organization of radio news clinics throughout the country, and for other services to radio news.

Class II: Radio station with best records of community service in news.

Winner: WHAS, Louisville, Kentucky.

Honorable mentions: KNX, Hollywood, California and WMAQ, Chicago.

Class III: Outstanding television news presentation.

Winner: WBAP-TV, Fort Worth, Texas.

Honorable mentions: WFIL-TV, Philadelphia, and WTMJ-TV, Milwaukee, Wis.

Among Friday's convention speakers was Justin Miller, NAB president, who decried encroachments on freedom of speech in the field of broadcasting. Miller centered his attack on tightening government control of radio, and cited the situation in England at the time of the Munich pact as an example of government suppression of the airing of opposition views in a time of national crisis.

Resolutions Adopted

A panel discussion on Saturday of "Profitability of Professional Radio Newsrooms," led by Wilton E. Cobb, manager of WMAZ, Macon, Ga., pointed up the axiom that local names and local coverage can build a show that competes on favorable terms with a network offering. In fact, said Cobb, "We have found in our area, which is an average situation among thousands of other average situations in the United States, that it is possible with emphasis on local news to build up a higher listener rating and do a much greater public service at a cost much lower than the average syndicated show." Cobb concluded: "If a station has a good network affiliation, and backs it with an energetic local news department, any such station has a good chance and every reason to dominate the market."

Among the resolutions adopted by the convention at the Commodore Hotel were:

1. Expressed appreciation of organization membership to all who made this convention so successful, in particular such persons who came as Justin Miller, president of NAB; Ben Cohen, information officer of UN; Edward Canham, past president of ASNE; Robert Richards, public relations director of NAB and director of Voice of Democracy contest in schools; Gen. Omar Bradley; Edward R. Murrow Elmer Davis; Charles H. Wolfe, of McCann-Erickson; and Jack Shelley, of WHO who was convention chairman.

2. Asks NAB to set up news clinic again as done in the past and to revive the abandoned Radio News Committee of NAB so as to impress on radio management the good value of good radio news.

3. Commended the governors of those states in which legislation has been passed granting radio news men the same right of privilege and right to keep confidential their sources of news, and resolution also asks NARND to seek, with cooperation of management, the passage of such legislation in other states to secure for radio news the same privileges and access to news as enjoyed by other media.

4. Commended the FCC for the lifting of the Mayflower ban on radio editorializing and asking for further freedoms so that radio might enjoy complete editorial rights, and asking also that management use great discretion in the selection of this personnel for this function in a station.

5. Resolution asking all news editors and the wire services and stations to be more alert to news of the United Nations and to make use of that news in helping the UN in pursuit of world peace.

6. That NARND president discuss with the NAB NARND associate sponsorship of the NAB Voice of Democracy Contest for school pupils, but with no expense to NARND.

COAST-TO-COAST

First Male Guest

Washington, D. C.—Edward C. Van Devanter is a brave man and will appear on the "Lunching At the Mayflower" program with Bab Lincoln over WMAL. He will be the first man to appear on the quarter-hour program of news of Washington society.

Waiting For Stork

Miami, Fla.—Bea Gray has taken a six months leave of absence from her job as traffic and copy chief at WTVJ to await the arrival of her child expected in January. Ann Rutledge, who formerly worked in the copy department at WKAT, has taken over Mrs. Gray's position during her absence.

Sandstrom Promoted To GM

Pittsburgh, Kans.—Thad M. Sandstrom has been appointed general manager of KSEK. Sandstrom has been associated with KSEK since January of this year. Prior to that time, he was promotion manager of KTOP, Topeka. He succeeds James M. Griffith, who has purchased an interest in KVAK, Atchison.

New Community Program

Silver Spring, Md.—WGAY has just inaugurated a new program to provide a window through which the entire community may look in on the organizations which perform vital functions in community life. The show "Suburban Spotlight," is aired Monday, Wednesday and Friday from 12:45 to 1:00 p.m.

Optimist Week Programs

Hollywood, Calif.—National Optimist week was keynoted over KFWB during the week of November 7. The Warner Bros. station beamed two programs in recognition of celebration. Roy Rogers and the Riders of the Purple Sage were heard at 8:15 a.m. and in the evening at 8:10 a special program starring Lionel Barrymore in "Mr. Grumpy Grows Up" was presented.

Carroll Appointed Manager

New Britain, Conn.—Robert E. Carroll has been appointed manager of radio station WHAY. Carroll spent many of his years in radio, both in the South and middle Atlantic States and formerly held the position of national sales manager at WNDR, Syracuse, New York.

WDET Election Returns

Detroit, Mich.—Transmission lines from City Hall in downtown Detroit carried the election returns to the homes of WDET's listeners. Bulletins were flashed throughout the evening and night interrupting the regularly scheduled programs. The City Hall assignment was handled by program director Paul Morris and Jerry Sherman, special events.

Seasonal Program Returns

Milwaukee, Wis.—"Gimbie and Ellie," Christmas program returned to the air for its twelfth consecutive year over WISN. The show is broadcast seven times weekly: Monday thru Saturday at 4:45 p.m. and Sundays at 12:15 p.m. Members of the cast include Kermit McIntosh, Gloria Krueger, and Charlotte Peck. Gimble Brothers is sponsor of the series for Gimbels Toyland.

Parent's Program Aired

Milwaukee, Wis.—"Road To Tomorrow," a new WISN public service series presented by the Milwaukee Public School System, made its debut last Saturday at 9:45 a.m. The program is designed to help parents solve some of the problems of youth that comes up along the "Road To Tomorrow."

Permission Granted

Crocket, Tex.—The FCC has granted permission to the Houston County Broadcasting Co., to assign its permit for $500 to the Pioneer Broadcasting Co., composed of Hamilton H. Cullen and James H. Gibbs. Cullen was former chief engineer for KWED, Seguin, while Gibbs was announcer for KWED.

New Station Due

Snyder, Tex.—The Scurry County Broadcasting Co., has been granted a license to operate a new standard broadcast station to be built here at a cost of $10,500. The outlet will operate on 1220 kilocycles with a power of 250 watts daytime. The new company is a partnership of W. J. Harpole and Kermit S. Ashby.

BMB To Suspend; New Service Studied

(Continued from Page 1)

bers of the tripartite bureau who are currently working on plans for a successor to the organization which will preserve the tripartite function of the research measurement service. AAAA and ANA endorsed perpetuation of BMB with refinements in resolutions released last Friday and NAB board of directors is expected to act on the BMB matter during the board session which opens today in Washington.

Kenneth Baker, acting president of BMB, reported that satisfactory progress is being made in the survey now in process. He said that "a very substantial percentage of the ballots which were mailed in March were returned; have been processed, and study is expected to be in the hands of subscribers the early part of December."

Texas Co. To Sponsor Met Opera Airings

(Continued from Page 1)

Company, and Mark Woods, President of the American Broadcasting Company. The principals have contracted for 18 matinees, running through Saturday, March 25, 1950.

Opening airer will be "Sampson and Delila" with Rise Stevens, Ramon Vinay and Robert Merrill in featured roles. Intermission features, The Opera Quiz with Deems Taylor as Quizmaster and Sigmund Spaeth, Robert Lawrence, and Robert Bagar, as regular participants, and The Opera News conducted by Boris Goldowsky and special guests again will be heard each week. Milton Cross will be narrator.

Speaking for the Metropolitan Opera Company, Mr. Sloan said that he was "happy to announce the continuance of a relationship which has demonstrated that opera is a welcome visitor to millions of American homes each Saturday afternoon."

On behalf of the Texas Company, Mr. Rogers expressed "keen pleasure" that his company would again present the opera as a cultural and public service to millions of homes which are not within reach of the opera's stage.

The American Broadcasting Company, Mr. Woods said, is happy to renew the long association between the opera, the sponsor and the network.

The Kudner Agency represents the Texas Company.

CBS Series Returning

"Get More Out of Life," a half-hour program which gives guidance and instruction in a variety of household activities, returns to CBS for a Saturday afternoon series 2:30-3:00 p.m., EST, starting January 7, under sponsorship of William H. Wise and company, publishers of home instruction books. Agency is Thwing-Altman Advertising, Inc.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 30 NEW YORK, WEDNESDAY, NOVEMBER 16, 1949 TEN CENTS

RADIO, FILMS JOIN IN FREEDOM PLEDGE

$250 Tax On Stations Draws Fire Of NAB

Washington Bureau of RADIO DAILY

Washington—NAB is prepared to throw its full weight behind the fight to prevent a raft of local taxation directed at broadcasters, General Counsel Don Petty said yesterday. The association will file a brief as friend of the court next week to support the petition for re-hearing by KGHI and KARK, Little Rock, Ark., the two stations which have been carrying the legal battle against the $250 annual tax on broadcasters and the $50 per person tax on time salesmen. Their appeal

(Continued on Page 8)

Mayor To Use Radio To Reach N. Y. Citizens

New York City's Mayor William O'Dwyer, in a press conference on Monday, gave the back of his hand to most of the city's newspapers—especially those that opposed his re-election—and announced that starting in January he will report directly to the people in monthly half-hour broadcasts over WNYC, New York's municipally-owned station.

The Mayor told reporters: "Of course, as you gentlemen will un-

(Continued on Page 2)

'Bride & Groom' Renewed On 222 ABC Stations

Sterling Drug, Inc. has renewed its sponsorship of "Bride and Groom," ABC audience participation show heard Monday through Friday, 2:30-3 p.m., for 52 weeks effective Jan. 2. The program, sponsored by Sterling since Jan. 7, 1946, is aired on 222 ABC stations. Dancer - Fitzgerald - Sample is the agency.

Newlyweds On CBS

CBS will air an account of the wedding of Vice-President Alben Barkley and Mrs. Carleton Hadley, on Friday from 4:35 to 4:45 p.m., with the newlyweds themselves appearing on the program. The show will be tape-recorded at the wedding reception in St. Louis, and rebroadcast later by the network. Ceremony will be at St. John's Methodist Church.

Unrehearsed

Washington—Mrs. Francis L. McGarraghy found herself tangling with a brown panther when she wore a mink fur piece during an appearance on the "Brunch With Nan and Bill" on WQQW Monday night. Mrs. McGarraghy, speaking for the Smith College Alumni, and Bob Hicks, animal trainer, were on the same program. Hicks' tame panther suddenly bolted and made a grab at the mink. A blow by blow discription of panther's encounter with the fur piece enlivened the chatty program.

Radio-TV Coverage Of Rose Bowl Game

Plans for exclusive radio and TV coverage of the Rose Bowl football game at Pasedena, Calif., on January 2, were announced yesterday by both CBS and Gillette Safety Razor Company who will sponsor the pick-up of the game.

The television cover will be similiar to the CBS coverage in 1949 with KTTV, Los Angeles, Times-

(Continued on Page 2)

TV's Role In Education Seen As Supplementary

Atlantic City—Television will supplement rather than supplant teachers and textbooks at the elementary and secondary school levels by "broadening the mental horizons" of pupils, Leon Levine, CBS director

(Continued on Page 2)

NAB And MPA, Thru Miller, Johnston, See American Principles Involved In Fight Against Censorship

Washington Bureau of RADIO DAILY

Washington — A pledge to protect the birthright of freedom was voiced last night by leaders of the Motion Picture Association and the National Association of Broadcasters. During dinner meeting at the invitation of association presidents Eric Johnston and Justin Miller, the two groups

(Continued on Page 5)

NAB To Replace BMB; New Corporation Set

Washington Bureau of RADIO DAILY

Washington—The NAB board of directors voted yesterday to abolish BMB—but to set up a new corporation to take over its assets and functions. The new organization will have the same tri-partite sponsorship, with AAAA and ANA partici-

(Continued on Page 8)

Antihistamine Mfrs. Buy Web, Spot Time

Manufacturers of the various new anti-histamine drugs and cold remedies are making widespread use of spot and network radio as the sniffle-and-sneeze season approaches its climax.

The Anahist Co., Inc., Yonkers, N. Y., will make its network radio debut on Dec. 1, with the sponsor-

(Continued on Page 4)

Canadian Set Sales Continue Upward Trend

Montreal—Sales of radio receiving sets by Canadian manufacturers increased 35 per cent in the first nine months of 1949 and prospects for a bumper Christmas trade look good.

"The future looks mighty bright,"

(Continued on Page 2)

Adv. Hall Of Fame Names 10 Immortals

Former President Herbert Hoover received the Plaque of Achievement of the Advertising Club of New York at a dinner Monday night marking the dedication of the Advertising Hall of Fame.

Hoover compared the structure of the American standard of living to that of a cake, and credited the advertising profession with having created the top layers. Without such

(Continued on Page 5)

Grigsby Advertising Mgr. Of Zenith Radio Corp.

David H. Grigsby has been named advertising manager of Zenith Radio Corporation, it has been announced by H. C. Bonfig, vice-president of Zenith. Grigsby came to Zenith five years ago as an adver-

(Continued on Page 8)

Top Network Executives To Be Honored By U. N.

Top executives of the networks will gather in the Rainbow Room of the RCA Building at a United Nations luncheon this noon at which time Benjamin Cohen, assistant secretary general of U.N., will present them with certificates of appreciation for radio service rendered the United Nations organization the past year.

Today's luncheon will be the forerunner of nationwide distribution of U. N. scrolls to 1,000 radio stations throughout the country who have carried "Peace Network" programming at different times throughout the year. Similiar scrolls will be awarded television stations who have staged special U. N. programs.

Among the executives who will attend the luncheon are Frank

(Continued on Page 5)

Confirmation

American Federation of Labor sponsorship of a five-times-a-week radio series over Mutual, first announced in RADIO DAILY on September 22, was confirmed yesterday by the network headquarters in New York. The new series which will feature Frank Edwards, an Indianapolis commentator, will begin on January 21, at 10:15 p.m.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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CHICAGO BUREAU
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SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(*November* 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7¼	7½	.....
Admiral Corp.	29¼	28⅝	28¾	— ⅝
Am. Tel. & Tel.	146⅛	145⅝	145⅞	— ¼
CBS A	25⅛	24¾	24¾	— ⅝
CBS B	25⅛	24¼	24¼	— ⅞
Philco	29⅜	29⅜	29⅜	— ⅜
Philco Pfd.	81	80¼	81	+ 1¼
RCA Common	12⅜	12	12⅛	— ¼
Stewart-Warner	11¾	11½	11⅝	+ ⅛
Westinghouse	27	26⅝	27	.....
Westinghouse Pfd.	100½	100	100⅛	+ ⅛
Zenith Radio	27¾	27¾	27¾	— ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14⅞	14⅞	14⅞	+ ⅛
Nat. Union Radio	2½	2⅜	2½	.....

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14	15
Stromberg-Carlson	14	15¼
WCAO (Baltimore)	17	20
WJR (Detroit)	7½	8

Cardinal To Broadcast

Francis Cardinal Spellman will broadcast a ten-minute appeal over CBS today at 4:35 p.m. on behalf of the Bishop's Thanksgiving Clothing and Soap Collection for overseas relief. The collection is being conducted throughout the U. S. this week by the War Relief Services of the National Catholic Welfare Conference.



☆ COMING AND GOING ☆

O. B. HANSON, vice-president and director of engineering at NBC, today is in Camden, N. J., for the meeting of the RCA-NBC liaison committee. He is accompanied by the principal officials of the network's engineering department, including CHESTER A. RACKEY, LESTER LOONEY, J. WOOD, Jr., GEORGE M. NIXON, THOMAS PHAELAN and F. A. WANKEL.

DICK MASON is in town. The general manager of WPTF, Raleigh, N. C., had a tete-a-tete yesterday with station-relations officials at NBC.

LAWRENCE ROGERS is here from WSAZ-TV, Huntington, West Va. He conferred Monday at CBS offices.

SAUL HAAS, owner of KIRO, Columbia network outlet in Seattle, Wash., was welcomed yesterday at the offices of the web.

ALLAN WOODALL, manager of WDAK, Columbus, Ga., conferred yesterday with officials of the stations department at NBC, with which the station is affiliated.

C. P. EDWARDS, Jr., president of WKPT, Kingsport, Tenn., an NBC affiliate, visited yesterday at the station relations department of the network.

J. W. KIRKPATRICK, general manager of WCOV, Montgomery, Ala., is in town. Talked for a while yesterday with officials of the Columbia network.

HUGH FELTIS is in town from KING-TV, Seattle. Paid a call Monday at the headquarters of CBS.

ANDY McDERMOTT, sales manager of Horace W. Stovin's Toronto office, is spending a few days in New York.

HARRY C. BUTCHER, owner of KIST, affiliate of NBC in Santa Barbara, Cal., is in Gotham on station business.

HENRY MORGAN, the NBC personality, on Friday will be in Buffalo, N. Y., where he will be guest of honor at the luncheon of the Circus Saints and Sinners.

JOSEPH CLOSE, owner of WKNE, Columbia network outlet in Keene, N. H., is in Gotham on business.

PHIL HANNA, radio singing star, will arrive today aboard the Ile de France. He had been in London, featured in "Brigadoon."

HALSEY BARRETT, manager of the spot sales department for the DuMont Television Network, has arrived in Bermuda aboard the Queen of Bermuda. He is accompanied by MRS. BARRETT. They plan to return in about two weeks.

CONNIE DESMOND, Columbia network sportscaster, is back from Columbia, Mo., where last Saturday he covered the game between Oklahoma and Missouri.

ROBERT C. FEHLMAN, station manager of WHBC, Canton, Ohio, is here on business.

Canadian Set Sales Continue Upward Trend

(Continued from Page 1)

said one manufacturer of radio parts. "We have enough orders on hand right now to keep us going at full production for a couple of months."

Figures released by the Radio Manufacturers' Association of Canada showed their members (more than 90 per cent of all Canadian radio makers) had sold 461,013 sets to the end of September, compared with 340,576 in the same nine months of last year, and inventories had been cut back to 140,280 units from 170,912 on the same date last year.

Radio-Video Coverage Of Rose Bowl Game Set

(Continued from Page 1)

Mirror-CBS television station carrying the game live and other network affiliates broadcasting filmed highlights of the game on the next day.

CBS sports director Red Barber has been assigned to handle the play-by-play radio coverage. The broadcaster for the television coverage will be announced later.

Maxon, Inc., is the agency for Gillette.

Ursula Halloran Promoted

Ursula Halloran, assistant trade editor in the press department of NBC, has been named column editor, it has been announced by Josef C. Dine, director of the press department.

Miss Halloran joined NBC in March of this year. A graduate of the University of Pittsburgh, she has done promotional work in the dramatic field on the West Coast and more recently was a copy writer for the Gimbel department store in Pittsburgh.

Mayor To Use Radio To Reach N. Y. Citizens

(Continued from Page 1)

derstand, there are newspapers and newspapers. I may from time to time correct misinformation that some newspapers have given in the past, particularly during the campaign." O'Dwyer charged during and after his campaign for re-election that most of New York's papers were being "unfair" to him, and distorting his views and statements.

A reporter asked the Mayor if he intended to read the Sunday comics over WNYC, as the late Mayor LaGuardia did in 1945 during a newspaper delivery strike. "I wouldn't be surprised if the people would enjoy what I have to say, sometimes," Mayor O'Dwyer replied, with dignity.

TV's Role In Education Seen As Supplementary

(Continued from Page 1)

of discussion programs, told the New Jersey Education Assn. in an address here last week.

Television, he said, will thus take its place with radio, records, and films in providing additional experiences for pupils to augment their classroom instruction. "If the experience of network radio is a guide," Levine added, "television will not very successfully meet the needs of classrooms on a nationwide basis, but only at the local level."

AVAILABLE

Presently employed small market station manager who seeks change. Here's a man who has come up through the ranks and knows every phase of station operation. Proven record in sales and promotion. Thirteen years radio and newspaper background. Experienced as program director, announcer, copy chief and director of special events. Conscientious, steady family man, 39. Write Box 285, RADIO DAILY, 1501 Broadway, New York City.



Hand me down my walking cane!

This big Ringling Brothers elephant is all set to go places now that she's got her walking cane.

Plenty of radio advertisers are going places with their sales programs on W-I-T-H, the station that delivers a big PLUS audience in Baltimore. W-I-T-H has more regular *home* listeners-per-dollar than any other station in town. And *in addition,* a survey supervised by the Johns Hopkins University shows that of all radios playing in *barber shops,* 49.3% were tuned to W-I-T-H!

So get in on low-cost results in Baltimore. Get W-I-T-H on your list fast! Get all the facts from your Headley-Reed man today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed



That's penetration



Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to . . .

WLW	Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to Midnight	—22 minutes
327 minutes—6 AM to Midnight	—52 minutes

WE REPEAT, *that's penetration!*

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
630 Fifth Avenue, New York 20, N. Y.
360 North Michigan, Chicago 1, Ill.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February - March, 1949

when you want penetration you want

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

LOS ANGELES

By ALLEN KUSHNER

WILLIAM H. FINESHRIBER, JR., Mutual v-p in charge of programs, arrived in Hollywood on Nov. 9th. KGER, Long Beach, California, announces appointment of Dick Walsh as its account executive for Long Beach Area. Walsh was formerly commercial manager for KAFY, Bakersfield, and prior chief of the AP radio news bureau in New Orleans. . . . Bill Froug and Will Fifield will write the Columbia Pacific Network "Jeff Regan, Investigator" series, beginning Wednesday. They replace E. Jack Neumann who is resigning from the writing staff to accept other radio commitments. . . . Milt Samuel, director of publicity and public relations for Young & Rubicam, Inc. Pacific Coast Division, has returned from a four-week trip which took him to San Diego, San Francisco, Oakland, Portland and Seattle. . . . Ed Smith, manager of the advertising service section for Y & R in Hollywood, returned to the Coast, after three weeks in N. Y. on business. . . . Jack Beck, CBS PN news director, is in New York to attend the convention of the National Association of Radio News Directors, and to confer with Edmund Chester, CBS director of news. . . . William D. Shaw, assistant sales manager for KNX and CBS, left for a two-week sales trip to New York and Chicago.

Antihistamine Mfrs. Buy Web. Spot Time

(Continued from Page 1)

ship of "Counter-Spy" over 60 ABC stations, Thursday nights, 7:30-8 p.m. The contract, which runs through Dec. 29, 1949, was placed through Foote, Cone & Belding. In addition, Anahist has been sponsoring a spot campaign in 30 cities which will continue for an additional month.

Meanwhile, Grove Laboratories, Inc., St. Louis, a heavy user of radio time over a period of years, has announced plans for an extensive spot radio campaign to introduce its new anti-histamine product, "Antamine." Sullivan, Stauffer, Colwell & Bayles has been appointed to handle promotion for the new product.

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Man Abont Manhattan. . . !

● ● ● AROUND TOWN: MCA is making a strong pitch for personal management contracts with some of the top radio-TV names. N. Y. artists contacted by the agency include Vaughn Monroe, Arthur Godfrey and Fred Allen. . . . Petrillo's demands that "Duffy's Tavern" employ AFM musicians for their tape recordings in Puerto Rico may result in Ed Gardner altering his plans to continue production of his show down in San Juan. . . . Paramount's TV film network reported growing with some 20 stations signed for the video film service. . . . RCA reported ready to sell the U. N. all of the radio and TV equipment which will be installed in their new headquarters in New York. . . . Frank Sinatra and Geo. Evans, who split a year or so ago, have kissed and made up. . . . Rumored that NBC's giveaway series, "H'wood Calling," will fold with Old Gold's Amateur Hour taking the Sunday night radio spot. . . . Commodore Productions have signed up Clyde Beatty for a half-hour radio series and are readying an advertising campaign. (They expect this show to duplicate the success of the Hopalong Cassidy series, which is also their property.) . . . FCC resenting Congressmen trying to pressure them on decisions will appeal to the Pres. to get the pressure boys off their necks. . . . "Inner Sanctum" will turn up as a sponsored video offering if tele-rights can be straightened out. . . . A N. Y. afternoon daily is planning to slash its radio-TV listings still further.

☆ ☆ ☆ ☆

● ● ● TELLING ON TELEVISION (or views on video): Louie Nizer's razor-sharp, analytical legal mind completely dominated the Overseas Press Club's discussion on dismantling of German industries Sunday p.m. Loaded with facts, figures and logic, Nizer toyed with the panel—one of whom actually stated that he considered Germany to be "a peace-loving nation." Yep, that's what the man said. Nizer should've walked out on that one. We did. . . . DuMont, agreeing with us that Sat. night is the loneliest night in the week—on television, is preparing to give it the strongest build-up of the week. . . . "Garroway at Large" scores because it is one of the few television shows geared specifically for the medium. Garroway, purveying the intimate approach, speaking totally at ease as if in your living room, succeeds where many of the others occasionally fail. . . . The Philco "Book-of-the-Month" adaptations each Sunday portray stories which are so essentially over-mawkish and sentimental that there is seldom any dramatic impact despite fairly good adaptation. Television drama needs meat—not applesauce.

☆ ☆ ☆ ☆

● ● ● TICKER TAPE: Our Washington gumshoe is raving, but loud, about the singing of Steve Olds (a West Point grad and custom-built for the films) who does his stuff daily via WTTG. (The greeting in Wash. is no longer 'what's new'—but 'where's Olds?' . . . Hoyt agency has taken over the Bloch Bros. tobacco account from Walker & Downing in Pittsburgh and our guess is that they'll soon shelve their Fishing & Hunting series on both radio and TV. . . . Geo. Hogan quitting his announcing post at WOR after 10 years to concentrate on his mail order biz. . . . Frank Cooper now representing the Pied Pipers. . . . Dolly Dawn, who's been away from the local scene too long, will headline the new show at Cafe Society Downtown opening on the 24th. . . . Tex and Jinx skedded to go to Japan in Dec. . . . Bill Slater's Messing "Prize Party" drew something like 2000 letters in 24 hours for a write-in giveaway, proving that people still want something for nothing.

☆ ☆ ☆ ☆

CHICAGO

By HAL TATE

BILL REILLY, midwest rep for RCA-Recorded Program Service (formerly the NBC Thesaurus department), became a father for the second time last Wednesday. It was a girl, Sharon Marie, and she weighed in at seven pounds, 14 ounces at the Illinois Masonic Hospital. The other Reilly youngster is also a daughter, Margaret Ann.

Art Harre, WJJD general manager, and Frank Lane, White Sox general manager, have closed a deal for the Marshall Field station to broadcast the White Sox games exclusively on WJJD and its sister FM station, WFMF, for the next two years. Bob Elson, recognized as one of the country's top sportscasters, will handle the mike for the 4th consecutive year. Bob's been calling 'em for 17 years except for 4 years with the Navy during World War II.

WIND and Phil Wrigley will shortly announce an exclusive deal for the Daily News station to again broadcast the Cubs games exclusively in Chicago over the Atlass outlet.

WBKB has a unique show coming up Thursday night from 10:15 to 10:45 p.m. Purchased by the local B'nai B'rith, the program will be devoted to a drive for new members. Members who have TV sets will have parties at home and will invite prospects to view the show. Irv Kupcinet of "The Sun-Times" will be emcee with Cantor Moses Silverman rendering a few solos and a prominent movie star as guest. Bernie Howard is writing and producing this unique membership drive TV show which is called "This is B'nai B'rith."

Bernie Howard is preparing and purchasing the film spots for the Leo P. Bott ad agency for Community Motors, local Pontiac dealer. First station chosen was WENR-TV with other local stations scheduled to be added soon.

"The Living Bible"

Open-ended dramatic transcriptions at a price that will sell . . . cut on 33-1/3 Long Playing 12 inch records. Simple modern language . . . Life of Christ from Christmas thru Easter . . . then Old Testament. Scripts cleared by non-sectarian board. The perfect program for mortuaries, banks, savings and loans, etc.

Airmail or wire for double-faced pressing and descriptive matter today . . . $2.50 refundable deposit.

DRAMA RECORDS
● QUALITY SHOWS ● SMALL PROFITS
● QUANTITY SALES
630 LAFAYETTE ST., DENVER 3, COLO.

Adv. Hall Of Fame Names 10 Immortals

(Continued from Page 1)

"subsidiaries" of the arts as radio and publications, he said, artists and writers would not have risen to the top layer of the "cake."

Names of the first ten "immortals" named to the Advertising Hall of Fame have been inscribed on a bronze plaque installed at the headquarters of the Advertising Club of New York. The plaque was unveiled by Andrew J. Haire, president of the club, which co-sponsors the Hall of Fame with the Advertising Federation of America.

Those listed on the plaque are:

John Wanamaker, Philadelphia merchant, who pioneered in large use of newspaper advertising.

John Irving Romer, who played a major part in establishing "truth in advertising" through The Printer's Ink model statute he activated.

Cyrus H. K. Curtis, founder of the publishing enterprise bearing his name and developer of magazine advertising.

William H. Johns, advertising agency pioneer noted for his work in standards of advertising.

Alfred W. Erickson, another agency pioneer who helped found the Audit Bureau of Circulations and the American Association of Advertising Agencies.

Lewis B. Jones, advertising manager for Eastman Kodak Company, who led the way in large and effective use of advertising by manufacturers.

E. T. Meredith, whose publishing enterprises have been major influences in advertising progress.

Rollin C. Ayres, whose early work in organizing advertising on the West Coast helped establish Advertising Group.

Theodore F. MacManus, copywriter and agency executive who was identified with motor car advertising from its early status to the major position it occupies today.

Walter A. Strong, Chicago newspaper publisher who worked for strong advertising organizations.

Wedding Bells

Montgomery, Ala.—Earl Prentice Andrews, Jr., WSFA announcer, was recently married to Verda Louise Betha, in a church ceremony.

AVAILABLE AT ONCE
1, 2, or 3
400 Foot, Type SGN
BLAW—KNOX TOWERS
AT A GREAT BARGAIN
Copper wire and ribbon for ground nets for these towers available in any quantity.
Phone, Call, Write or Wire
C. H. WESSER
4500 PENOBSCOT BLDG.
DETROIT, MICHIGAN
WOodward 3-1213

Joint Freedom Pledge Voiced By Radio And Film Industries

(Continued from Page 1)

agreed that a continuing liaison should be maintained to aid in the fight to protect basic freedoms. A joint expression of principles was adopted as a guide in the fight against censorship and other freedom curbs.

"Freedom of expression," the statement said, "is the birthright of all Americans. Tonight, representatives of broadcasting and motion picture associations in America mutually pledged themselves to protect that birthright.

"The men who wrote our Constitution knew full well that the keystone of the arch of freedoms is freedom of expression. They knew that without this freedom no others would be possible. They could not foresee the giant printing presses of the future; much less could they dream of radio, the motion picture or of television. But they had seen free speech and their own free press suppressed and denied under a tyrannical government, and they understood its importance.

"Censorship . . . Deadly"

"They knew, as we cannot in safety forget, that censorship of any kind is deadly to that concept. We are joined to oppose censorship from any source, on any front, from any direction.

"It is fundamental truth that no one medium of expression can have its freedom abridged without peril to all others. The citizen himself—the individual American—is unsafe in his Constitutional guarantee of freedom of speech so long as the freedom of any agency of expression is encroached upon."

Radio industry executives present at the dinner included Harold E. Fellows, WEEI, Boston; Michael R. Hanna, WHCU, Ithaca; George D. Coleman, WGBI, Scranton; Campbell Arnoux, WTAR, Norfolk, Va.; Allen M. Woodall, WDAK, Columbus, Ga.; Harry W. Slavick, WMC, Memphis; Gilmore N. Nunn, WLAP, Lexington, Ky.; Harry M. Bitner, Jr., WFBM, Indianapolis; Charles C. Caley, WMBD, Peoria; William B. Quarton, WMT, Cedar Rapids; John F. Meagher, KYSM, Mankato, Minn.; Robert D. Enoch, KTOK, Oklahoma City; Clyde W. Rembert, KRLD, Dallas; Hugh B. Terry, KLZ, Denver; Glenn Shaw, KLX, Oakland, Calif.; Calvin J. Smith, KFAC, Los Angeles; Harry R. Spence, KXRO, Aberdeen, Wash.

Shouse Attends

Also James D. Shouse, WLW, Cincinnati; Kenyon Brown, KWFT, Wichita Falls, Texas; Merrill Lindsay, WSOY, Decatur, Ill.; Clair R. McCollough, WGAL, Lancaster, Pa.; Frank U. Fletcher, WARL-FM, Arlington, Va.; Everett L. Dillard, WASH-FM, Washington, D. C.; Robert D. Swezey, WDSU-TV, New Orleans; Eugene S. Thomas, WOIC, Washington, D. C.; C. E. Arney, Jr.; G. Emerson Markham; Ralph W. Hardy; Don E. Petty, Robert K. Richards, and James Dawson.

Grocer's Assoc. Honors Women's Director Of KEX

Kay West, women's program director of Westinghouse KEX, Portland, Oregon, last week received the national radio "Lifeline of America Trophy" of the Grocery Manufacturers Association at a luncheon at the Waldorf-Astoria. Miss West will spend several days calling on clients in New York and Chicago before returning to Portland. Also on hand for the luncheon was Walter Benoit, vice-president of Westinghouse Radio Stations, Inc., owners of KEX who received the association's national radio plaque on behalf of KEX.

WHBC Aids Needy

Canton, Ohio—For the fourth consecutive year, WHBC, Canton, is broadcasting an appeal for food contributions so that needy families in the area may enjoy the traditional Thanksgiving holiday feast. Two hundred food baskets were distributed last year by the station. Various city and county welfare agencies are cooperating with WHBC in the current drive.

Top Web Executives To Be Cited By U. N.

(Continued from Page 1)

Stanton, president of CBS; and William Paley, chairman of the CBS board, Mark Woods, president of ABC and Edward Noble, chairman of the board; James McConnell, president of NBC and Niles Trammell, chairman of the board; Frank White, president of Mutual and Theodore Streibert, president of WOR and chairman of the MBS board; Fourney Rankin, representing NAB; Ted Cott of WNEW, representing the independent stations; Seymour Siegel of WNYC and William Ware, president of the FM association and Jack Poppele, president of the Television Broadcasters Association.

Stork News

Rock Island, Ill. — Bill Ellison, sportscaster at WHBF, Rock Island, is the father of a girl, Margaret Barbara, born to Mrs. Ellison on October 29.

Vinton Freedley, Jr., executive on the Lucky Strike account for BBD&O, is the father of a boy born Nov. 5 to Mrs. Freedley at the Greenwich Hospital. The birthday, Nov. 5, is, incidentally, the natal day also of the baby's grandfather, Vinton Freedley, Sr.

Fire!

"Firefighters".. a syndicated show with a real punch for young and old alike.. is sparking plenty of business for the GrandMa Cookie Company of Portland, Oregon.

Why? Two reasons: 1) it's a good program with five-times-a-week continuity; 2) it's aired over 50,000-watt KEX, the most powerful and persuasive voice in the big Oregon-Southern Washington market!

Whatever the type of show, syndicated or custom-tailored.. advertisers get better results in the Pacific Northwest market on KEX. For availabilities, check KEX or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE
KEX

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

AGENCIES

JAMES M. CECIL, president of Cecil & Presbrey, Inc., has accepted the chairmanship of the advertising division of The Lighthouse Men's Committee. The campaign goal is $150,000 by December 31st to support the program of 28 free services given to the blind of all ages, races and creeds at The Lighthouse of The New York Association for the Blind, 111 East 59th Street, New York 22, N. Y. "Over four thousand blind," Mr. Cecil said, "are currently receiving from The Lighthouse physical and spiritual help. In addition, many also receive training which gives them economic self-sufficiency and a full life. New York is proud of the work of The Lighthouse, and now New York must reach into its pockets and help support this great work."

DICK SPIEGAL, president of the Norito Co., Chicago has announced that shortly after the first of the year, his Norito Powder will be introduced in a new Effervescent form. Regular Norito will also continue to be available. He also reported that, effective immediately, all Norito advertising will be handled by the Harry B. Cohen Advertising Co. of New York City. Plans are now in work for greatly increased advertising on both the new and regular forms of Norito.

FLETCHER D. RICHARDS, INC., New York and Chicago advertising agency, will establish a division on the West Coast. Effective January 1, 1950, the Harrington, Whitney & Hurst, Inc., organization of San Francisco and Los Angeles will join with Fletcher D. Richards, Inc., and will operate as Harrington-Richards, Division of Fletcher D. Richards, Inc., with offices located in San Francisco and Los Angeles. The uniting of the two organizations will not involve any changes in clients, locations or personnel.

Pittsburgh FM Stations Set Program Exchange

Pittsburgh, Pa. — WPIT-FM has joined forces with WDUQ-FM, Duquesne University campus station, in a novel program arrangement.

Since Nov. 1, WPIT-FM has been carrying the 5-9 p.m. schedule of WDQU-FM, made up the program produced by the Duquesne student staff, under the direction of Father J. A. Lauritis, C. S. Sp., the university's public relations head. The stations have also been working closely together on football coverage. WPIT carries on AM and FM the day games, and on FM only the night games, which WDUQ originates.

The campus station, which began operations in August, 1949, beams a 10-watt signal heard on a six-mile radius of the university. On Oct. 21 the station received authorization from the FCC to boost its power to 2750 watts.

PICTURE OF THE WEEK



Top operating echelon of NBC television held their first conference yesterday following the recent reorganization of the network making the video department a self-contained unit. Left to right: Frederic W. Wile, Jr., director of production; Carleton D. Smith, director of operations; (seated) S. L. (Pat) Weaver, Jr., NBC vice-president in charge of television; Norman Blackburn, director of television operations in Hollywood, and George H. Frey, director of television sales.

SESAC Sues WCKY Charging Infringement

SESAC, Inc., has filed suit in the United States District Court for the Southern District of Ohio, at Cincinnati, against L. B. Wilson, Inc., operators of WCKY. The bill of complaint alleges infringement of the following compositions:

"Turn Your Radio On," "Take The World But Give Me Jesus," "If We Never Meet Again," "Hallelujah Morning," "Gathering Flowers For The Master's Bouquet," and "Dream-Boat."

The bill of complaint seeks damages at the statutory rate of not less than $250.00 for each infringing performance, and asks an injunction against the further use of the songs alleged to have been infringed, plus attorney's fees and costs.

Answer day of WCKY is twenty days from date of filing the complaint.

Paxton and Seasongood are local counsel for SESAC Inc.

WRNL Takes Ziv Show

Richmond, Va. — WRNL, Richmond, Nolde Brothers Bakery, Richmond, is now sponsoring Ziv-produced transcribed half-hour series, "The Cisco Kid," Monday, Wednesday and Friday, from 6:15 to 6:45 p.m., for Nolde's American Maid Bread and other bakery products. Sponsor has launched high-powered promotion campaign to publicize the show.

'Kids Day Salute' Skedded By ABC Web For Nov. 17

West Coast Bureau of RADIO DAILY

Hollywood—"Kids Day Salute," a half-hour star-studded show to mark National Kids Day, designed to combat juvenile delinquency, will be broadcast, Nov. 17, 10 p.m., EST, by ABC in cooperation with more than 300 Kiwanis Clubs of the Kiwanis International and the National Kids Foundation.

Among the stars scheduled to participate in the salute will be Bing Crosby, Red Skelton, Walter Winchell, Drew Pearson, Edgar Bergen, Bob Hope, Jimmy Fidler, Gabriel Heatter, Dinah Shore, Arthur Godfrey and Harry Von Zell. Kiwanis International president J. Hugh Jackson will make a brief address on the program. Music will be supplied by Basil (Buzz) Adlam and the ABC orchestra.

Sponsoring Skiing Show

Newark, N. J.—Alex Taylor, New York sporting goods firm, will sponsor "Skiing on the Air," a weekly half-hour show of skiing news and interviews, over WVNJ, beginning Dec. 1, 8:00 p.m.

The contract for a 13 week period was placed direct. Ted Johnson, WVNJ announcer, will conduct the series which will feature snow reports, road conditions and interviews with outstanding skiers and skiing authorities. Promotion tie-ups are being arranged.

PROMOTION

Premium Approach

Two network shows and a New York City television program are being used by the R. L. Watkins Company Division, Sterling Drug Inc., for a premium offer promoting Dr. Lyon's Tooth Powder, Dr. Lyon's Ammoniated Tooth Powder and Lyon's Tooth Paste, starting November 21. The premium is a Florentine necklace, obtainable for 25 cents plus box tops of the tooth paste or powder, or the paper liner from the top of the new Ammoniated Tooth Powder, distributed unboxed. The offer will continue for two weeks, according to D. H. Williams, divisional vice-president. The account is handled by Dancer Fitzgerald, Sample, Inc., New York advertising agency.

Radio programs are "Back Stage Wife" (NBC 4 p.m., EST, 145 stations) and "Bride and Groom" (ABC 2:30 p.m., EST, 224 stations) Television show is "Okay, Mother!" (WABD, Channel 5, 1 p.m., EST)

WCAE Uses Display Ad

A special double-page advertisement was run by WCAE on November 9 in the Pittsburgh Sun-Telegraph featuring many of the station's local and network programs. This two-page ad was another in the continuous campaign of WCAE program promotion. The date of November 9 was purposely selected because it was the day following an important local election which had wide-spread interest and increased circulation of the paper.

Oklahoma Broadcasters Forming State Group

Oklahoma City—An organizational meeting of the Oklahoma Broadcasters Association, attended by 18 state radio representatives, named Joe Bernard, general manager of KOMA, Oklahoma City, as temporary chairman. Only the owners and the managers of the 39 commercial AM and TV stations in the state have been invited to join the new organization, according to Bernard and the purpose of the group will be to gain a "true representation of the industry before the state government and business."

WWRL Program Expands To Full Two-Hour Show

WWRL's "Afternoon Swing Session," Mondays through Saturdays, will be expanded into a full two-hour show, 3:30-5:30 p.m., beginning today, because of "the influx of additional sponsors," the latest two of which are Buddy Lee Clothes and Music Hall Credit Jewelers.

The deal with the clothing firm, handled through Henry Bach Associates, called for two spots daily for 13 weeks. The jewelry company signed, through Miller Advertising, Inc., a 13-week contract for five minutes daily.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

NO TAKERS FOR GARDEN SPORTS

TELE TOPICS

THE most important part of any dramatic show is the script. This is nothing new; it's been recognized by everyone in the production field. The validity of this axiom, which is too often overlooked in TV, was graphically demonstrated by two shows that appeared on CBS Monday nite. "Silver Theater" offered "Don't Give Up The Ship," an original by Nelson Giddings, which was as dreary an attempt at comedy as is likely to be found anywhere. "Studio One," on the other hand, did "Two Sharp Knives," by Dashiell Hammett, a whodunit that is loaded with excitement and suspense. Tony Miner's series has been discussed at length in this space in the past, so let's see what "Silver Theater" had to offer. . . . Giddings' story revolved about a man and wife who rent a room to a poor, homeless high school student. Naturally, this student turns out to be a tall, blonde, 26-year-old veteran, a veritable Adonis. Since the wife is also blonde and beautiful (Louise Albritton) and the husband an easy-going guy (Henry Morgan) the complications are quite obvious. To make matters worse, the student (Charles Nolte) wins a giant jackpot that clutters the house with electrical gadgets. Wife loses husband, husband loses wife, until they are brought together in a trailer—one of the jackpot prizes—by the maid (Myrtle Ferguson), another contest prize. All this was squeezed into a half-hour production that was rather sloppy in several spots. . . . Frank Telford is producer-director, and Y & R the agency for Int'l Silver.

●

ADVANTAGES of modern science dept., or, What next? NBC announced yesterday that it will carry on its network the wedding of Vice-President Barkley and Mrs. Carleton S. Hadley via a remote pick-up by KSD-TV, St. Louis. Cameras will be set up in the church yard and vestibule of St. John's Methodist Church to cover arrival and departure of principals and guests and the web expects that the actual ceremony also will be covered. Cameras will be set up also in the home of Mrs. Hadley's best friend, where a wedding luncheon will be held. Pickup will begin at 11:45 a.m., EST, and run through until approximately 1:30. Any questions?

●

AMERICAN TOBACCO has apparently decided on a bi-weekly hour-long dramatic series starring Robert Montgomery for Lucky Strike, with both CBS and NBC pitching for the show. BBD&O is handling the program. . . . CBS's claim to first use of Dr. Frank Back's Video Reflector has been disputed by NBC which says it used the new "lensless lens" for its fight pickup from the Garden last Friday nite.

No Color TV Chosen For BBC—Ashbridge

Denying reports circulated last week that BBC would immediately begin color tele tests based on the CBS mechanical scanning method, Sir Noel Ashbridge, director of technical services of the BBC, informed RCA yesterday that "no definite arrangements have been made for specific tests nor is any practical development in the immediate future envisaged." This was announced yesterday by RCA.

Sir Noel said that "the only work in color television by the BBC consists purely of research experiments."

"Naturally," he declared, "all existing and proposed systems are under review. The BBC is equally interested in RCA and other promising systems. No arrangements have been entered into with any British or American firm so far."

Dr. Peter Goldmark, of CBS, on his return from London last week had informed the press that the BBC plans to proceed immediately with experiments based upon the CBS color system.

In reply to the RCA statement of yesterday, Dr. Goldmark said, "RCA is again attempting to ride CBS' coattails in color television." British interest in color was "awakened" by the recent demonstration of the CBS system in London, he said, adding: "Following the familiar RCA pattern, RCA has rushed in after CBS, as it has done in the past in this country, to block the CBS system and keep color television from the public."

Two TV Men Named To NAB's Directorate

Washington Bureau of RADIO DAILY

Washington — Robert D. Swezey, general manager of WDSU-TV, New Orleans, and Eugene Thomas of WOIC, Washington, yesterday were named to NAB board membership—the first two TV representatives on the directorate. This is in line with earlier structure committee recommendations.

Integrated Plugs Best, Starch Survey Reports

Integrated commercials are most effective, while demonstration is apparently relatively ineffective, according to an analysis of the first two months of the Starch Reports on Television Commercials, released last week. Jack Boyle, Starch's TV chief, warned however that these are preliminary findings subject to modification.

Comparisons based on the percentage of viewers over non-viewers who would buy the brand advertised follow: integrated, 80 per cent; dramatic, 72; cartoon and stop motion, 63; demonstration, 25; service, 14.

Masland Show Renewed

C. H. Masland and Sons Carpet Co., has renewed Masland At Home Show, with Earl Wrightston, for a second 13-week cycle on CBS, effective Dec. 14. Anderson, Davis and Platte is the agency.

Press-Time Paragraphs

Texaco To Sponsor Opera Opening

Opening night of the Metropolitan Opera, Nov. 21, will be sponsored on ABC for the second successive year. Opera will be "Der Rosenkavalier." Pickup will start at 8 p.m., EST, and will be fed to Detroit, Chicago, Washington, Philadelphia and Baltimore. Milton Cross will be narrator.

Standard Rate Card Nears Completion

Final version of a standard station rate card, drawn up by the TBA commercial operations committee, is expected to be completed for publication and distribution to the industry before the end of the year. Committee, headed by Herminio Traviesas, of CBS, met yesterday to arrange for a final review of the card before submitting it to the TBA board.

Colleges Mulling Grid TV Ban

Methods to conteract what is alleged as TV's detrimental effect on attendance at college football games will be a major topic at next month's meeting of the Big Ten and the Eastern Collegiate Athletic Conference. ECAC chief Asa Bushnell is expected to call for a nationwide ban on video pickups to holster gate receipts.

Report High Price Asked Of Hockey And Basketball

TV rights to three major winter sports series at Madison Square Garden are being offered to stations and sponsors by Garden prexy Ned Irish with no takers so far and prospects slight it was learned yesterday.

Main obstacle to sale of college basketball, professional hockey and pro basketball, it was said, has been a price tag far above the figure a bankroller would be willing to pay. Another hurdle has been the fact that college basketball has been scheduled on different nights of the week so that a sponsor would have difficulty buying a regular weekly program, it was said.

Irish, however, said yesterday that he is offering three separate packages — 15 Sunday night hockey games, 22 Saturday night college basketball games and 20 pro hoop contests, mainly on Wednesday or Saturday nights or Saturday afternoons. He said he has "several prospective sponsors" but declined to name them. He also refused to reveal his asking price, saying that he is "not negotiating in the press."

$4,000 Per Game Reported

The original asking price for 38 college court contests was reported to be $150,000. This would be about $4,000 a game or $88,000 for the present Garden package of 22 pickups. Original price asked for pro basketball and hockey was said to be $70,000 each. It was reported however, that these prices were considered far out of line by both sponsors and stations and have since been reduced.

Only regularly scheduled sports pickups from the Garden, besides boxing, is N. Y. Rovers hockey Sunday afternoons, on WPIX, with Sunset Appliance Stores picking up the tab. Last season college basketball and other events, such as the horse show, rodeo, track, etc., were scanned by CBS under sponsorship of Camels and Wrigley gum. Pro basketball was on ABC last season and Rangers hockey on WPIX for Schaefer beer.

CBS had first call on all Garden events except boxing last year but dropped the pact when it expired this spring because of network commercial commitments.

Set Sales Record In D. C.

Washington—Record monthly high of 6,350 receiver sales was set in the Washington area during October, the Washington Television Circulation Committee reported Monday, to bring the city's total to 69,550.

$250 Tax On Stations Draws Fire Of NAB

(Continued from Page 1)

from an Arkansas Supreme Court decision upholding the city authority was brushed aside last week by the Supreme Court, leading to the widespread fear that other cities will seek to collect revenues from radio stations and salesmen.

If the rehearing plea is not granted, NAB has further plans, Petty said, but they cannot be divulged at this time. He said that as a lawyer he felt the Supreme Court would have impressive new legal authority to consider in the matter, and that if the plea gets careful attention the chance for a reconsideration is good.

NAB's *amicus curiae* brief, he said, will be an effort simply to "fortify" the counsel for the two stations.

In the event reconsideration is denied by the high court, it was believed here that NAB may anticipate the launching of another legal battle by one or more other Little Rock stations, with NAB participating more actively in the litigation.

"Everyman's Story" Set By WNBC For 2nd Year

WNBC, in cooperation with the Federation of Jewish Philanthropies of New York, is presenting for the second consecutive year a documentary drama series, "Everyman's Story," Tuesdays, 7:30-8 p.m., started Nov. 15, it has been announced by Harvey J. Gannon, the station's program manager.

The series is designed to "deepen public understanding of modern health and social service work." It will focus attention on the needs and accomplishments of these services in the New York area. The first program, entitled "The Making of a Surgeon," will describe the work being done to instruct young doctors in hospitals and will stress the importance of public understanding and support of these institutions.

Grigsby Advertising Mgr. Of Zenith Radio Corp.

(Continued from Page 1)

tising copywriter with a background of advertising experience secured from the Scholl Manufacturing Company, the Fair Store in Chicago, and Sears Roebuck & Company.

In his new post, Grigsby will have full charge of the company's national and co-operative advertising, and in addition, will continue to be responsible for sales promotion activities.

BROADCASTERS . . .

You can get yourself a top-flight promotion man with an outstanding record. This man has been a radio station sales promotion director for four years, and has had long experience as a time salesman and in station programming.

Write RADIO DAILY, Box No. 286, 1501 Broadway, N. Y. C.

COAST-TO-COAST

WLAW Surgery Epidemic

Lawrence, Mass.—If present conditions continue, WLAW may have to move a large share of its production activities to hospitals. No less than four of the station's personnel have been in and out of hospitals for surgery. Nona Kirby, Ida Jarvis, Marion Kfoury and John Fredericks are the four victims.

Man With Many Voices

Charleston, S. C.—WCSC, in addition to carrying CBS' man of many faces, Mr. Chameleon, has its own man of many voices, Bill Hedgepeth, announcer. Bill can be Little Audrey, a child of 5, Mrs. Bruno, a gruff-voiced woman, Rastus, janitor who drops in during the show and Uncle Zeb, a typical hoedown from Texas with homespun philosophy.

Contest Winners Announced

Hartford, Conn.—Jack Neusner, a senior at William Hall High School, has been declared the winner of the "Voice of Democracy" contest conducted by the Hartford Junior Chamber of Commerce in cooperation with Station WTIC and local radio distributors. Second place went to Barbara Brown, and third place to Thomas Kavanaugh.

New Youth Programs

Amsterdam, N. Y.—WCSS has begun a new series of youth programs entitled "Youth Forum of the Air." Produced in cooperation with the Youth Work Division of the YMCA, the series will feature round table discussions of common adolescent problems by the young people of Amsterdam and vicinity. Air time is 8:30 to 9:00 p.m. each Thursday.

Schile New Vice-Pres.

Salt Lake City, Utah—Frank C. Carman, president of the Rocky Mountain Broadcasting System, announces the election of S. John Schile to the office of vice-president in charge of sales. Schile has served as sales manager of KUTA for the past two years. The Rocky Mountain Broadcasting System will maintain its offices in Salt Lake City and will be represented nationally by the George P. Hollingbery Company.

WIOD Commercial Panel

Miami, Fla.—George Castleman, vice-president of Bermingham, Castleman & Pierce, led a general discussion, last week in the WIOD studios, of proper handling of commercials, and increasing importance of localizing national spot commercials for maximum effectiveness. WIOD staff representing commercial, continuity, announcing and promotion departments participated.

Wood Appointed New Post

Saginaw, Michigan — Milton L. Greenebaum, president and general manager of the Saginaw Broadcasting Company, announced the appointment of Phillip Wood as his assistant. Wood was formerly associated with WKOW as general manager at Madison.

Hicks Joins WHBF Staff

Rock Island, Ill.—Frank S. Hicks, Jr., has joined the announcing staff at WHBF. He was formerly with KYSM, Mankato, Minn.

KDKA Man Resigns

Pittsburgh, Pa.—Bill Hinds, veteran KDKA singer, announcer and actor, has resigned his staff job at the Pittsburgh Westinghouse Station to free lance in radio and television. Hinds started at KDKA in 1933 as a page boy and became an announcer three years later.

Interested in reaching the trade in Chicago?

CHICAGO TALENT DIRECTORY

Merchandise Mart

DElaware 7-6619

Deadline for January, 1950 issue is December 1st.

NAB To Replace BMB; New Corporation Set

(Continued from Page 1)

pating as in BMB. The purpose of this move was not immediately apparent, although it was believed that it had been discussed with AAAA and ANA toppers.

The board also voted to extend an invitation to the FM Association to join NAB. A single merger was called for, with no conditions, NAB spokesmen said last night. It was reported that private conversations with top FMA officials have indicated the FMA probably will accept the offer.

Another decision was to rescind the separation plan for the Broadcast Advertising Bureau. The BAB will be retained as a part of NAB, supervised by the board, for an indefinite future period.

Religious Spots Skedded

More than 175 network and regional programs, commercial and sustaining, will carry announcements this month tied in with the Advertising Council's "Religion in American Life" campaign, it was disclosed Friday. In addition, many independent stations will air live and transcribed messages placed through 3,000 local church groups. The campaign was launched by President Truman in a four-network broadcast Oct. 30.

RADIO EXECUTIVES CLUB OF NEW YORK

LUNCHEON-MEETING

THURSDAY, NOV. 17

HOTEL ROOSEVELT

AT 12:30 P. M.

SPEAKERS:

Ralph Starr Butler, formerly Vice President in Charge of Advertising, General Foods

Atherton Hobler, Chairman of the Board, Benton & Bowles, Inc.

Charles R. Denny, Executive Vice President, National Broadcasting Company

Admission, $3 for members, non-members, $3.75.

Reservations—Claude Barrere, MU 6-0238.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 31 NEW YORK, THURSDAY, NOVEMBER 17, 1949 TEN CENTS

NAB'S STRUCTURE IS STRENGTHENED

Radio, Films To Pick 'Freedom' Chairmen

Washington Bureau of RADIO DAILY

Washington — To implement the joint pledge of opposition to censorship voiced here Tuesday night by the radio and motion picture industries, through NAB and MPA, each group is expected shortly to select a chairman, these chairmen then to draw up proposals for joint action.

Eric Johnston, president of the MPA, declared yesterday that he was much pleased by Tuesday's joint meeting of the two industries' leaders. The new liaison organization set up should "really go somewhere" in fighting censorship of radio and films, he said.

Bergen Talks On TV At Journalism School

Athens, Ga.—The co-axial cable will not solve all television problems, Edgar Bergen told radio students at the University of Georgia's Journalism School this week. Bergen said that complete local production units will be needed if advertisers are to get full benefit from television.

He urged the students to get their experience wherever they could, but cautioned them against selling their

(Continued on Page 3)

Pontiac Spot Campaign Planned For New Line

Pontiac Motors is reported planning a national spot campaign in key center cities in connection with the introduction of their new line of cars on December 1. Agency for Pontiac is McManus, John and Adams, Detroit.

Japanese (Rat) Diet

G. T. Folster's "World News Roundup" originates in Tokyo, Japan, and is heard at 8 a.m. over the NBC network. Tuesday morning he failed to come through at the appointed time and the web was kept guessing until yesterday, when a message from the Nipponese capital told of rats having chewed up the cable housing, halting service.

Optimistic Note

Wilton Gunzendorfer, general manager of KROW, Oakland, Calif., who is in New York on his semi-annual visit to agencies and sponsors, opines that "things are looking brighter." Gunzendorfer recalled that last spring a lot of agencies were crying the blues. Today the picture is different. Agency men are interested in placing national spots in local markets and the prospects for the new year are bright, Gunzendorfer said

Competition To Bring New Spot Campaign

Competition for the coach trade between airlines and railroads operating from New York and Chicago, Cleveland and Detroit, will bring a campaign of spot business to radio and TV in these cities, RADIO DAILY learned yesterday. The increased radio advertising schedules will result from the eastern railroads putting into effect a 12.5 per cent increase of fares granted by the ICC and the

(Continued on Page 3)

"Life With Luigi" Sold By CBS To Wm. Wrigley

William Wrigley, Jr., Co., yesterday announced sponsorship of CBS' "Life With Luigi" on the full network beginning Tuesday, January 10, 9:00 to 9:30 p.m., EST. "Life With Luigi," a sustaining feature on the CBS web since September 21, 1948, stars J. Carroll Naish and is pro-

(Continued on Page 3)

Board's Action Retaining BAB Dept., Dropping BMB, Bolsters Industry Organization's Operations

Increased Music Fees Sought in Canada

Montreal — The Composers, Authors and Publishers Association of Canada plans to seek an increase in the royalties now charged for use of works by Canadian artists.

The Association had its 1950 scale of charges published in a current issue of the Canada Gazette. The charges have been approved by the Copyright Appeal Board—a three-man body headed by Mr. Justice J.

(Continued on Page 2)

Effectiveness Of Radio Emphasized By Speaker

The effectiveness of radio tie-ins in promoting sales of Red Ryder western boys' apparel and other Red Ryder merchandise was stressed yesterday by John Howell, sales manager of the Stephen Slesinger organization, speaking before fifty

(Continued on Page 3)

Serutan Plans Expansion For Lindlahr On ABC

Serutan, Inc., which has been presenting Victor H. Lindlahr's dietetics commentary on 72 ABC stations four times weekly including

(Continued on Page 3)

Action of the NAB Board retaining Broadcast Advertising Bureau as a service to the membership and dropping sponsorship of Broadcast Measurement Bureau which may be perpetuated as a new corporaton, indicates that the industry organization seeks to hold its present member-

(Continued on Page 8)

Food Industry Told Importance Of AM-TV

"Unless I miss my guess, the food industry has, in television, one of the most powerful selling tools ever developed," researcher Arthur C. Nielsen told the Grocery Manufacturers of America at a meeting in New York on Tuesday.

However, Nielsen cautioned, "The food industry could scarcely make as serious an error, at this time, as to conclude that radio is washed up

(Continued on Page 8)

Rocky Mountain Council Marks 10th Anniversary

Denver, Colo.—The Rocky Mountain Radio Council, a non-profit public service programming organization with 37 member stations in Colorado and Wyoming, this week issued a report summarizing its

(Continued on Page 2)

TV Time Sales Of $30,000,000 This Year Seen By Elliott

TV network and station time sales for 1949 will total $30,000,000, tripling the $10,000,000 spent for time by advertisers last year, RCA Victor veepee Joseph B. Elliott predicted this week. Next year, he said, time sales will again be substantially increased because the audience will be nearly doubled.

Speaking before the Philadelphia Chapter of the American Institute of Banking, Elliott predicted that the industry would produce 3,100,000 receivers next year, with retail value of about $700,000,000. This year's output will be about 2,300,000.

Growth of the industry to date and the promise of its orderly expansion to a national service makes it an opportune field for investment institutions, he said. Comparing the growth of TV with that of the automotive industry, he pointed out that

(Continued on Page 7)

25th Anniversary

Duluth—Origination of the Quiz Kids program from the Duluth Armory next Sunday and the personal appearance of Bob Hope will be the entertainment highlights of the 25th anniversary of WEBC. The Quiz Kids broadcast will be heard over NBC at 3:30 p.m., EST, with Joe Kelly in his usual role as master of ceremonies.

'Television Authority' Voted Into Existence By 4-A

[TURN TO PAGE 7]

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(November 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 5/8	7 1/2	7 1/2	....
Admiral Corp.	29	28 5/8	29	+ 1/4
Am. Tel. & Tel.	146	145 3/4	146	+ 1/8
CBS A	24 1/4	23 7/8	24	— 3/8
CBS B	24	24	24	+ 1/8
Philco	29 5/8	29 3/8	29 3/8	....
Philco Pfd.	82 1/2	82	82	+ 3/4
RCA Common	12 1/4	12	12 1/4	+ 1/8
RCA First Pfd.	73 3/4	73	73	— 3/4
Stewart-Warner	11 5/8	11 1/2	11 1/2	— 1/8
Westinghouse	27 1/8	26 3/4	27	....
Westinghouse Pfd.	100	100	100	— 1/8
Zenith Radio	28	27 3/4	27 3/4	....

NEW YORK STOCK EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2	— 3/8
Nat. Union Radio	2 1/2	2 3/8	2 1/2	....

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	13 3/4	14 3/4
Stromberg-Carlson	13 1/2	14 3/4
WCAO (Baltimore)	17	21
WJR (Detroit)	7 1/2	8

Day To Lecture

Harold Day, director of AM and TV sales development for ABC spot sales, will address the radio school of Fordham University today on "Local Selling By Radio and Television."

RCA INSTITUTES, INC.
A Service of
Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Our graduates have
1st Class Telephone License.
Address Inquiries to
Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y

☆ COMING AND GOING ☆

A. R. HEBENSTREIT, owner and president of KGGM, Albuquerque, N. M., is in town this week for conferences at the headquarters of the Columbia network.

SALLY LOU RUSKA, secretary to the column editor in the press department of NBC, is in Chicago this week on business.

RAY VIR DEN, president of Lennen & Mitchell, Inc., and NICHOLAS KEESELY, vice-president of the agency in charge of radio and television, are in Minneapolis for today's presentation of the Old Gold Amateur Hour over ABC from the Municipal Auditorium, all proceeds, as usual, going to local charities.

BEN LUDY is in town. The general manager of WIBW, Topeka, Kans., was in conference Tuesday at the offices of CBS, with which the station is affiliated.

DR. E. M. HONAN, engineering manager of Altec Lansing Corporation, has arrived from the West Coast.

ARTHUR MORTENSEN, merchandising manager of the Columbia Pacific Network, has left on a 10-day tour of the Northwest, where he will visit web affiliates.

DOUGLAS MANSHIP, vice-president of WKBO, Baltimore outlet of NBC, is in New York for talks with station relations officials of the web.

JOHN REICH, director of the Television Workshop, in Pittsburgh this week to direct Hippolytus at Carnegie Tech.

SIDNEY ASCHER, publicist, off for Washington, D. C., to confer with Vincent Gallagher, owner of the King Cole Room.

BOB EMERY, whose "Small Fry" video show is featured on the DuMont network, and LEONARD COPELAN, sales manager of Peter Puppet Playthings, are back from Chicago, where Emery made a personal appearance before 15,000 "small Fry" at The Fair, big Windy City department store.

JIMMY DURANTE, in New York for a night club engagement, conferred yesterday at the press department of NBC.

LEON LEVINE, director of discussion broadcasts at CBS, has returned from Atlantic City, where he delivered an address at the New Jersey Education Conference.

BOB KERNS, managing director of WLOK, Lima, Ohio, is spending this week in New York for conferences with station reps and with Tom Harker, national sales manager of the Fort Industry Company.

SID DESFORS, head of the photo section in the press department of NBC, left Sunday for Europe on a tour of Air Force bases with the program company of the network's "Grand Ole Opry" show.

GENE JANUZZI, radio and drama writer for the Pittsburgh Post-Gazette, is in New York doing a special story on Mrs. Mildred Fite, now in town as winner of a KDKA "Cinderella Week-End."

LEONARD REINSCH, managing director of Consolidated Radio Stations, has arrived from Nashville on a short business trip. Visited Tuesday at NBC.

HAL LE ROY has arrived in New York and is rehearsing for his video appearance Saturday on "Cavalcade of Stars."

HARRY COPLAN, producer and emcee of "Meet the Missus" on the Columbia Pacific Network, is back in Hollywood following a week in Las Vegas, Nev.

MARIO BERINI, lyric tenor of the Metropolitan Opera, also heard widely on the air, is aboard the Mauretania bound for Europe. He will do eight BBC broadcasts and has scheduled a lengthy concert tour.

Rocky Mountain Council Marks 10th Anniversary

(Continued from Page 1)

achievements since its inception in 1939, and detailing its work during the last two years.

From Aug., 1947, to Aug., 1949, the Council broadcast over its 37 cooperating stations and 11 other outlets programs totalling 1,760 hours and 30 minutes. Computed at commercial station rates, this time was worth $197,506.69, the Council reported. The programs ranged in type from discussions of the United Nations to lectures on Rocky Mountain Spotted Fever.

Haiti Honors Olga Druce

Olga Druce, author, producer and director, whose "House of Mystery" program is heard each Sunday on Mutual from 4-4:30 p.m., yesterday was honored by the Republic of Haiti at a luncheon in the Hotel New Yorker. In recognition of her efforts in bringing to Americans a better understanding of the island republic Miss Druce was presented a carved mahogany bowl.

Boys' Choir On ABC

Stanley Home Products, Inc., will sponsor a one-time half-hour broadcast of the Boys' Town Choir over the full ABC network on Dec. 11, at 5 p.m. Charles W. Hoyt Co., Inc., is the agency. The show will originate at Boys' Town, Nebraska.

Increased Music Fees Sought in Canada

(Continued from Page 1)

T. Thorson, resident of the Exchequor Court.

This year, the Association charges radio stations $272,163. In 1950, it will seek $292,718. The amount would be divided equally among private stations and the CBC.

Broadcast Music, Inc., will seek $41,155 from private stations. This year it obtained $38,880. It did not indicate how much it will seek from the CBC for the use of works owned by BMI.

Fees collected by C.A.P.A.C. and B.M.I. are paid to the authors of the works used by radio stations, theaters, dance bands and the like. C.A.P.A.C. reclassified and increased some tariffs, particularly on dance band or musical performances in various places.

Details of the changes will be explained when the Association appears before the Copyright Appeal Board, probably next January.

Stork News

Waterbury, Conn.—Jim Logan, announcer at WWCO, Waterbury, is the father of a son born to Mrs. Logan October 30 at St. Mary's Hospital.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so *much* with *so little* money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* • *Represented by* Headley-Reed

Haverlin Starts Drive For Radio Pioneers

In a move to increase the membership of the Radio Pioneers Club, Carl Haverlin, president of BMI and chairman of the club's membership committee has mailed a letter to 2,000 station managers throughout the country with an enclosure of the new Radio Pioneers bulletin edited by M. H. Shapiro. The letter, reads in part, as follows:



HAVERLIN

"As you know, the Radio Pioneers is an organization founded by H. V. Kaltenborn in 1942, under the name of the "Twenty Year Club." Each year the club elects a new president. This year, we are fortunate in having in that office William S. Hedges, vice-president of NBC. (I don't know how fortunate Bill is in his choice of a membership chairman—only time will tell that.)

High Goal Set

"The membership committee has set as its goal a membership of every man and woman who has been connected with radio for twenty consecutive years. (Time out of the industry for military service does not count against the applicant.)

"It's difficult for us to find all potential Pioneer members, for they are widely dispersed throughout the country. So that all 20-year people may know they are cordially invited to join us, will you be good enough to circulate this letter and the attached copy of the club's bulletin, "Radio Pioneer," throughout your organization, or post both on your bulletin board?

"Any person who has been connected with radio for twenty consecutive years should write to me (at Broadcast Music, Inc., 580 Fifth Ave., New York City) or to any member of the Pioneers membership committee, requesting an application blank. The names of those on the membership committee are set forth in 'Radio Pioneer' attached.

Initiation Fee Waived

"As a special inducement to membership this year, we have waived the $10 initiation fee. The total membership fee is now only $15, which pays for a year's dues and the Pioneers lapel pin."

Bergen Talks On TV At Journalism School

(Continued from Page 1)

talents for too little. He also spoke briefly on ventriloquism and gave a short comedy skit.

The comedian won the Peabody Award, administered by the school, for "outstanding entertainment in 1945."

★ AGENCY NEWSCAST ★

ROBERT H. RUSSELL, John McManemin and Wallace H. Goldsmith II have joined the staff of Foote, Cone & Belding International Corporation. They will serve as field merchandising coordinators for The Watchmakers of Switzerland. Russell, who will be in charge of western United States activities, will headquarter in Los Angeles; Goldsmith, covering the midwest, will have offices in Chicago; McManemin, eastern co-ordinator, will work from New York City.

WILLIAM ESTY COMPANY, INC., has named Luther Bridgman assistant to Stanley Lomas, television production chief. Bridgman will head the film division of the television department.

WILLIAM L. NEWTON has joined Geyer, Newell & Ganger as a group merchandising executive. He was formerly engaged in sales, sales promotion and merchandising activities in the food and liquor fields for eight years. During the last war he served as a lieutenant-commander in the U. S. Navy and saw active duty in the European Theater of Operations. Following his war service, he served as account executive with Fuller, and Smith & Ross, and Badger and Browning.

JULIAN FREIRICH, INC., Long Island City, packers of smoked tongues, porkettes, corned beef and Canadian-style bacon, announce the appointment of Tracy, Kent & Co., Inc., as their advertising agents effective immediately. Newspapers and television participations will be used.

ADLER SHOES FOR MEN, New York and New Jersey chain, is sponsoring the College and Professional Basketball games to be broadcast over Station WMGM during the 1949-50 season. The Frederick-Clinton Co., Inc., handles the Adler account.

VETERANS HOSPITAL CAMP SHOWS, an account of Myron Eichler Associates, has named Eleanor Glogau to handle its publicity. Miss Glogau formerly was with MBS publicity.

R. D. WERNER COMPANY, INC., New York, manufacturers of aluminum mouldings, announces the appointment of James Thomas Chirurg Company, Boston and New York, as its advertising agency. The New York office of Chirurg will be in charge of the account.

Effectiveness Of Radio Emphasized By Speaker

(Continued from Page 1)

representatives of the nineteen licensed manufacturers at the Waldorf- Astoria. He said that radio had played a considerable part in promoting the current western fad with young American boys.

The Red Ryder program, which has been sponsored for nine consecutive years by the Langendorf United Bakeries over the Don Lee web, is owned by the Slesinger organization, as are the comic strip, comic magazine, and motion picture rights. The Lou Cowan organization controls transcription rights.

Howell predicted that his company and associated manufacturers, would use radio even more in the coming year.

Slesinger radio and television properties include, in addition to Red Ryder, Zane Grey's "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

"Life With Luigi" Sold By CBS To Wm. Wrigley

(Continued from Page 1)

duced in Hollywood by Cy Howard.

The program is currently heard at 9:30 p.m., on CBS opposite Fibber McGee and Molly. In the new time slot "Life With Luigi" will be opposite the Bob Hope show on NBC. The show will move into the new time slot Tuesday, Mar. 22.

Competition To Bring New Spot Campaign

(Continued from Page 1)

desire of airlines to point out that commercial airline coach travel is less expensive.

United and American airlines are reported planning increased radio advertising and the New York Central Railroad has made inquiries on time availabilities in New York, Chicago and Cleveland. Eastern Airlines, not affected by the competitive situation, has increased its spot schedules in cities served by their lines. Spots emphasize service to Florida resort cities.

Serutan Plans Expansion For Lindlahr On ABC

(Continued from Page 1)

Sunday, will drop the Sunday quarter-hour on Dec. 25, and on Jan. 3 will add two daily quarter-hours to its schedule, thus emerging with a straight Monday - through - Friday lineup, 10:45-11 a.m.

At present Lindlahr is broadcasting on Monday, Wednesday, Friday and Sunday, with the Sunday airer starting at 11 a.m. Roy S. Durstine, Inc., is the advertising agency for Serutan.

• faces • facts • figures • wins •

AMERICANS, SPEAK UP!

10:45-11:00 P. M.
MONDAY

A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

SAN FRANCISCO

By NOEL CORBETT

THIS is open season for writing books about San Francisco. Herb Caen, the Chronicle's Chronicler, who has held down several air spots with his breezy commentary, has just come out with his "Baghdad by the Bay." Samuel Dickson, KNBC writer-producer is the author of "San Francisco's Kaleidoscope." His book is based on his air series, "This Is Your Home." Larry Blake, whose "Blake's Polka Party" is a Sunday night KSMO feature, plans to write a book featuring jokes he uses between musical numbers on his show. He'll call it, "Bad Gags by the Bay!"

KCBS NOTES. . . . Pede Worth, formerly an announcer, is now writer-producer. . . . Jack Clark now permanent announcer. . . . Merle Jones, new general manager of KNX, Los Angeles, in town on a "get acquainted" trip. With him is Wayne Steffner, sales manager of the southland station. . . . Jerry Seawell has joined script typing staff.

Ted and Dorothy Friend started their new KYA program this week. It is aired from their Vallejo Street home and is heard at 4:30 with guests and strictly on the ad-lib side.

KPIX has several new TV shows in the bag which they'll start airing to replace those that will move to KRON-TV. Four are local productions.

Keith Kerby, Ltd., creators and producers of "Celebrity Commercials" for radio and TV have moved to the Russ Building. Increased business necessitated larger quarters. Steve C. Crowley has joined the company as sales rep. He was formerly with KJBS. New business for the firm includes "Celebrity Commercials" plugging Ismak Rugs on WIP, Philadelphia. These feature Don Wilson.

They say a cat can look at a king. And Ruby Hunter's tabby is apparently waiting for just that opportunity. When her television set is on, the puss justs sits and watches. Never takes its eyes off the machine.

Eileen Christopherson, songstress on KNBC's "Boyson Open House" is the mother of a youngster born this week. Moppet has been named Gregory Alan.

John H. Thompson, KNBC's manager of news and public affairs, has been appointed to the journalism department faculty of the University of California for the 1950 academic year. "Radio and news writing and editing" is the course he will conduct.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales–Rentals–Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● **The FM Broadcasters of Chicagoland are planning to hold their next meeting at FM station WFJL in the Mather Tower next Tuesday. . . . An eastern group has approached Dr. Lee De Forest with an offer to use his name and services in manufacturing a new TV line of sets. They are reputed to have three million dollars in back of them. . . . George Roesler resigned some time ago from Hal Tate Radio Productions. Recent "Who's Talking?" sales of the firm include: WWCO, Waterbury, and WJMR, New Orleans. The firm's "Smiley Burnette" show has been purchased by WHLF, South Boston, Virginia. . . . WIND's John Carey has sold the Army-Navy football game to Gillette Razor. Maxon, Inc., is the agency. The game will be broadcast exclusively in Chicago over WIND.**

Chicago

☆ ☆ ☆ ☆

● ● ● WBKB's "Red" Quinlan had quite a scare this week Thought his youngster, David, had polio. Tests at the Municipal Contagious Hospital, however, showed young Quinlan had an infected gland. . . . Julian Bentley, WBBM news editor, will tell high school editors how radio news is gathered and will give background requirements for budding radio newsmen. Occasion is the National Scholastic Press Association meeting at the Stevens Hotel on November 25th. . . . Nikki Kaye writes from San Francisco that after a two-week auto trip she has arrived at the Golden Gate. Her departure is Chicago's loss and San Francisco's gain. She was one of the top TV writers and producers in town.

☆ ☆ ☆ ☆

● ● ● **"Two Ton" Baker, WGN star and Mercury recording artist, makes a guest appearance tonight at the Palace Theater. . . . Fred H. Schmutz has left WNMP in Evanston to return to his home in Little Rock, Arkansas. . . . Chicagoland will soon have a new AM station. It'll be WWCA in suburban Gary, Indiana. Dee A. Coe is the general manager. . . . Tom Robb of the A. C. Nielsen Co. tells us the research firm is now listing sustaining programs as well as sponsored ones. . . . John Blair, president of the rep firm bearing his name, announces that he has hired a new salesman in New York. He's William Reed, Jr., formerly with WCBS, New York, and before that with WINS as salesman for four years. . . . Rumors that Columbia Transcriptions are closing their Chicago offices are untrue. They're just moving to new quarters in the Wrigley Building. Jerry Ellis, manager of the Chicago office, recently celebrated his 23rd year in radio. He's one of the nicest guys in the business.**

☆ ☆ ☆ ☆

● ● ● Michigan Boulevard still talking about the merger of two big local agencies—Mitchell-Faust and Schwimmer & Scott All except two of the former's accounts have moved to S&S. Most of the executives of Mitchell & Faust, including Paul Holman Faust, have moved to Schwimmer & Scott. . . . Lt. Comdr. Walt Kimmell reports that 26 quarter-hour discs of "The Naval Air Reserve Show" are now available to stations. Series features guest stars and Paul Weston's ork, the Starlighters and Tom Peddy. Stations interested can get the dope from the Public Information Officer, Naval Air Reserve Command, Naval Air Station, Glenview, Illinois. . . . ASCAP threw a party for the Associated Tavern Owners of America at the Terrace Casino Monday night. . . . "Tommy Bartlett's Travelers Notebook" is the title of the new syndicated column written by the popular red-headed emcee of "Welcome Travelers."

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MEXICO

JUANITA GUERRA, head of advertising department of Productos Nestle-Mexico, Mexican manufacturers of Nescafe, Milo and Nido powdered milk, was hostess to visitors attending opening of new factory plant at Lagos de Moreno, State of Jalisco last week. . . . A radio program featuring ceremony highlights and also talent from Mexico City's XEW was broadcast by this station. . . . Radio Programas de Mexico handled transmission in hookup for some of its affiliates. . . . "La Cadena Azul" Radio Programas de Mexico's Blue Network, a daily two-hour hookup features outstanding radio attractions originated in XEQ studios. . . . XEQ radio station, one of the radio organizations owned by don Emilio Azcarraga, observed its eleventh anniversary last October 31st. . . . Directors Enrique Contel, Emilio Balli and Bernardo Sancristobal, received congratulations from friends and advertisers and a series of extraordinary programs went to the air commemorating the occasion. . . . In the evening a dinner-dance was offered at El Patio night-club. . . . XEDK, Radio Guadalajara, has a new General Electric one thousand watt plant. This station is owned by senor Manuel Lopez Diaz, a Radio Programas de Mexico affiliate. . . . Luis Pantoja Parra, manager of XETK, Mazatlan, a visitor in Mexico City, making arrangements for installation of a new one-thousand watt transmitter. . . . Percy Hodgson, Rotary International President, and wife, expected in Mexico City Sunday night from Chicago. . . . The local Rotary Club headed by its president, Senor Clemente Serna Martinez, radio executive, will host visitors. . . . Program in honor of these prominent Rotarians includes a visit to President Miguel Aleman and a formal dinner-dance to be held at the Mexico City Rotary Club building.





SEE PAGES 1203 to 1216

FOR A COMPLETE
LIST
OF

RADIO & TELEVISION ORGANIZATIONS

GIVING
ADDRESSES
PERSONNEL
&
OTHER
USEFUL
INFORMATION

ONE OF 1001
SUBJECTS COVERED
IN THE

RADIO ANNUAL & TELEVISION YEAR BOOK for 1949

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"
Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY— PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Terrific in England!
"IN A SHADY NOOK"
(By A Babbling Brook)
STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITY

THAT LUCKY OLD SUN
recorded and featured by
BOB HOUSTON M-G-M
FRANKIE LAINE Mercury
DEAN MARTIN Capitol
VAUGHN MONROE Victor
FRANK SINATRA Columbia
SARAH VAUGHAN Columbia
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—With the growth in importance of the 'disk jockey,' seems to that songwriters overlooked a bet in not writing a ditty using those two words in a song. . . George Snowhill and Willard Robison have just placed a song with Shapiro-Bernstein & Co. entitled, "Mister Disk Jockey" (Play Our Love Song Again). . . . the ballad can't miss getting lots of deejay attention. . . . ● When Paul Taubman's Toptones open their engagement tonight at the Shelton Corner, radio listeners might recognize the instrumentalists, for the group includes Joe Biviano on accordion, Tony Colucci on guitar, Paul himself at the Hammond Organ (doubling on Celeste) and Lois Bannerman on the harp. . . ● Mutual Music has acquired the publication rights to "Singin' My Way Back Home," which Vaughn Monroe warbles in his forthcoming Republic flicker, 'Singin' Guns.' . . . ballad was penned by Wilton Moore and Al Vann. . . . ● The musical score for the Warner Bros. Vehicle, "Daughter of Rosie O'Grady," which will be published by Remick, was written by M. K Jerome and Jack Scholl. . . . tune you'll be hearing lots is "My Own True Love." . . . ● Helen Walpole, scripter of the two NBCommercials, "Stella Dallas" and "Lora Lawton," is completing her third play, "Cordelia and the Angel." . . . This young author is easily one of the most prolific writers to come along in years. . . ● Lanny Ross, who opens Monday at the Town Casino in Buffalo, will air his MBSongfests from there during his stay.

☆ ☆ ☆ ☆

● ● ● When Alfred McCann started his women's service program on WGL back in 1925, little did he dream that he was starting an institution. . . . today, his son is completing his own 19th year as successor to the originator of the WOR series. . . . program, now co-featuring Mrs. McCann (Dora), is a terrific mail puller with last Monday's mail totaling over 6,300 letters. . . . (NoteWORthy, what?). . . . ● Former Hit Parader Bill Harrington, opens a two-week stint at Toronto's swank Club Norman. . . . he'll be heard via CBC during the engagement. . . . ● Dennis James is a lad on his toes. . . . he interviewed Congresswoman-elect Edna Kelly of Brooklyn on his "Okay Mother" program yesterday on WABD. . . . ● John Lang, former announcer on the "Great Gildersleeve" series, is in Gotham with several TV packages. . . . ● The Charles Pauls (he's composer-organist of "Mr. & Mrs. North" CBStanzas) are now three. . . . her name is Pamela Mia. . . . ● Eden Ahbez, writer of "Nature Boy," has placed his latest number, "The Shepherd" with Campbell Music. . . . firm already has two platters set for release next week, Herb Jeffries on Columbia and Gracie Fields on London. . . . ● Ork Pilot Bill Gale has penned the words and music of Gala Music's new waltz "Honey" (Why Can't You Be Sweet To Me?) . . . ● Bobby Colt, new WINSinger, sounds a lot like Buddy Clark. . . . (is that bad?). . . . ● Add more Christmas Carols: "The Christmas Spell," by Jack Palmer and Willard Robison at Harman Music and "Christmas Valley," by Andy Razaf and John Finke at Crystalette Music. . . . ● Sam Fox has a revival hit in "You're My Thrill," written 17 years ago by Jay Gorney, whose current musical "Touch and Go" is the stem's newest click.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Decca comes up with a winning combination in the Andrews Sisters and Russ Morgan Orchestra who turn out a commercial platter of the revived "Charlie My Boy" flipped with "She Wore A Yellow Ribbon." . . an ace for deejay and juke box biz. . . . ● Lisa Kirk's debut on Victor wax via "Charlie My Boy" flipped with "Shame On You" is a good tee-off for the "Kiss Me Kate" lark. . . the latter side, a cute novelty, features vocal support by 3 Beaus and a Peep, one of the finest voice blends around. . . . As predicted in this pillar of Oct. 27, Ted Steele's Columbia disk of "Let's Harmonize"—"I Know I Know I Know" is headed for the top. . . . currently 9th best seller at the waxe-y.

PLUG TUNES

Wedding Bells Will Soon Be Ringin'
LAUREL MUSIC CO.
1619 Broadway New York City

SOME DAY
(You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—♦ ♦—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, November 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

4-A'S ORGANIZE TV AUTHORITY

TELE TOPICS

SAFELY ensconced in the NBC time slot following the top-rated Berle show, "Fireside Theater" continues to offer film programs that are so far below quality of live video that its shadow of mediocrity is being cast on the entire field of TV films. Each week two shorts, about 12 minutes each, are aired. With a few exceptions, these films have been almost amateurish in script, acting and photography. The weakness of the story material is primarily due, we think, to the difficulties of developing characters and plot in such a short time. When occasionally a good story is used, the adaptation is so poor that both the production and acting suffer as a result. (Once the show attempted to squeeze Cooper's novel, "The Spy," into a quarter-hour, less time for commercials.) And photography, for the most part has overlooked the rigid requirements of the video system and the ten-inch screen in both lighting and composition. . . . Many of the Hollywood movie boys have long been touting themselves as the salvation of TV programming. Their efforts, as demonstrated thus far on "Fireside," indicate that they should acquaint themselves with the fundamentals of the new medium before trying to save it.

•

THE king-size legend about the inaccessibility and indifference of Greta Garbo (she has never made a radio appearance and reportedly ignored a $25,000 offer from "We, The People") has been cut down a bit by Irving Mansfield, venturesome CBS producer of "This Is Show Business." About a week ago, Mansfield wired Garbo an offer to appear on his show. Although CBS refused to disclose the price, it is believed to be well into five figures. The actress answered that she had seen the show, but wanted to see it again before making a decision. After seeing this week's edition, she notified Mansfield that she did not want to appear at present, especially since there was a studio audience. Because of the nature of her reply, Mansfield has hopes of signing her for an appearance, and would eliminate studio attendance should she consent.

•

AN oft-repeated question heard yesterday was: How much did NBC pay for the rights to the Barkley-Hadley wedding? . . . Ken MacClelland, legit and movie designer, has been signed as art director of the Ed Wynn show. . . . Total of 125 literary critics are participating in the "Author Meets The Critics" poll for best fiction and non-fiction works of the current year. Winners are to be announced over ABC Dec. 7. . . . Mars, Inc., through Grant agency, has signed a 26-week renewal for its portion of "Howdy Doody" effective Dec. 5.

Sees TV Time Sales At 30 Million In '49

(Continued from Page 1)

it took 12 years before sufficient automobiles were produced to have a wholesale value of a billion dollars. In contrast, the cumulative wholesale value of sets produced will exceed a billion dollars some time next year, he added.



ELLIOTT

There will be about 95 stations on the air by the end of this year, Elliott said. Average cost of station equipment and facilities is $400,000.

Citing receiver service as a representative tributary business of set sales, Elliott said, "The estimated 1949 dollar investment in television servicing and service facilities is $90,000,000 in installation and service charges, $22,500,000 in antenna sales, and $20,750,000 in accessory sales."

Elliott estimated that tele will eventually hit an annual rate of 5,000,000 units, absorbing vast quantities of raw materials from all parts of the country and giving employment to many tens of thousands of workers engaged in fabricating that material into component parts and sub-assemblies. The steel going into TV, he estimated, may reach an annual consumption of 100,000 tons; copper, 47,500,000 pounds; aluminum, 40,000,000 pounds, glass, 83,000,000 pounds, and wood, 103,000,000 board feet. Other raw materials going into video include rubber, plastics, ceramics, mica, carbon, nickel, tungsten and paper.

Joint Unit To Study TV Effect On Sports

A special study to determine the effect of TV pickups of sports events on gate receipts will be undertaken by RMA and NAB "to get the facts of the case and to see if some satisfactory policy can be worked out."

Decision to make the survey, it was said, was prompted by a ban on TV instituted this season by several colleges and reports that a wide ban for next season would be urged at upcoming meetings of the Big Ten and the Eastern Collegiate Athletic Conference.

RMA representatives on the new group are H. L. Hoffman, Hoffman Radio Corp., Los Angeles; Leonard F. Cramer, DuMont; A. A. Brandt, General Electric, and Joseph B. Elliott, RCA Victor. NAB members have not yet been named.

The RMA position is that TV sports pickups hypo receiver sales, and also spur paid attendance. The committee, it was said, will attempt to determine the true facts.

RMA Asking FCC To Form Trade-Wide Nat'l TV Group

The TV committee of the RMA will present to the FCC a plan for immediate establishment of an industry-wide National Television System Committee composed of top engineers in the field and charged with (1) presenting technical data relative to allocation of UHF frequencies and lifting of the freeze, and (2) recommending basic standards for the future development of color.

"Our action is based on the industry's experience with a similar Television System Committee which, in 1941, drafted and recommended to the FCC standards for present black and white television broadcasting," R. C. Cosgrove, president of RMA, said yesterday. "At the request of the FCC, the industry at that time formulated standards for a service which has met with the approval of the public and which has permitted steady growth and improvement in the art of television. We believe a similar procedure for color television, while it is still in the experimental stage, will have equally constructive results."

RMA will initiate and finance the engineering study but engineers from all branches of the industry will participate, including non-RMA companies, broadcasting interests, and qualified technical organizations. The FCC will be invited to send representatives to all committee sessions and will receive regular progress reports on the committee's operations.

Cosgrove pointed out that the association recognized the ultimate need for such a committee in his testimony before the FCC on September 27.

Will Mediate Cases In Dispute With Screen Guilds

Television Authority, an over-all talent union to represent performers for video, was voted into existence yesterday by the international board of Associated Actors and Artistes of America (AFL).

The new organization was approved by AFRA, Actors Equity, AGVA, AGMA and Chorus Equity, and opposed by the two other 4-A member unions, Screen Actors Guild and Screen Extras Guild.

Paul Dullzell, international presiden of the 4-A's, said the board voted to "approve and authorize the formation of Television Authority with the express understanding that Television Authority shall agree to mediate all matters that may be in dispute with Screen Actors Guild and Screen Extras Guild."

The new group has been actively opposed by the film unions, which charged that it would infringe on their jurisdiction. This week the film guilds announced that they are beginning to organize the TV film field, in which they demand exclusive representation, but that they would support the other 4-A members in their organization of live tele.

Following yesterday's board meeting at the Hotel Astor, Dullzell said: "The 4-A's has now given its approval to the setting up of Television Authority. Its aim is the proper organization of television for the benefit of all performers and the public. The offer of mediation points the way to a peaceable and just settlement, fulfills the need of the television performers to organize and will preserve harmony among all actors no matter where they work.

"It is inconceivable that actors should be involved in any controversy when a way to avoid it could so easily be accented. It is sincerely to be hoped that the actors of America will compose their differences through the peaceable and traditional procedure of mediation. I earnestly urge them to do so since the need for organization is pressing and cannot be long delayed."

WLW-T Names Mason

Cincinnati—Lin Mason, manager of WWSO, Springfield, has been named program director of WLW-TV, effective Dec. 1, replacing Ruth Lyons, who has held the post for the past several months on a temporary basis. Miss Lyons will devote her full time to her two AM and TV programs.

BEHIND THE MIKE

AS a result of a Margaret Arlen CBS interview last week Lisa Kirk and her songwriter husband, Robert Wells, have been offered a Mr. & Missus daily session.

Cathy Mastice starts her own air show after her appearance in the Radio City Music Hall Christmas show.

Mariners Quartet's first Columbia platter, "Island of Oahu" and "Leprechaun's Lullaby," winning trade raves.

Phil Hanna returns on the Ile de France this week after almost a year starring in the London company of "Brigadoon."

Sheriff Bob Dixon, of CBS-TV's "Chuck Wagon," mulling over a Paramount offer to star in film versions of the series.

Radio Row has discovered Bill Bertolotti's in the Village, at last.

Ivon Newman, WVNJ vice-prexy, mapping extensive plans for the station's first ann'y celebration Dec. 7th.

Caroline Burke, NBC tele producer, returns this week from Calif. where she huddled with TV biggies there.

Food Industry Is Told Importance Of AM-TV

(Continued from Page 1)

and that appropriations should be shifted to other media." It should be borne in mind by potential advertisers, he emphasized, that television will create "profound changes" in the character of radio, magazines, and other media. "The food advertiser who fails to watch these trends, and act accordingly, is likely to suffer serious losses or miss some important oportunities for profit," Nielsen said.

He continued: "The potential of television is so great that this medium deserves an immediate or early spot in your budget—even if it has to be viewed as a 'capital expenditure.' Those who are the first to experiment will, on the average, be the first to profit from the opportunities offered by television.

"As television grows, radio will become increasingly important as a means of reaching small-town and rural markets—which are difficult and costly to reach by other methods, but highly important to the food manufacturer. And these markets—larger than many advertisers realize—are seldom given the amount of promotion they deserve.

"As television grows, there will be a continual change in the city-size characteristics of both television and radio. While it will be possible, at every stage in this development, to achieve almost any desired balance or distribution of advertising effort by city sizes or markets, only those advertisers who make a thorough, continuous study of the subject can hope to get maximum sales results from their advertising dollars."

NAB Board Strengthens Industry Organization

(Continued from Page 1)

ship and will campaign to bring more broadcasters into the fold. These conclusions come following the three-day board session in Washington which ended yesterday.

The decisions made on the recommendations of the Board's Structure Committee means that the BAB will function as a departmental operation of NAB and that its services will be available to the membership of the organization. BAB under the direction of Maurice Mitchell has been operating from New York headquarters with most of its activities centered around sales promotion of radio.

Action to disband BMB under its present operational plan was forecast some time ago. The audience measurement organization which has functioned under the joint direction of NAB, the American Association of Advertising Agencies and the Association of National Advertisers, is now completing the Second Study and was in financial difficulty at the time of the Chicago convention of NAB last April.

BMB Recommendations Made

In recommending that a new corporation be formed for continuance of audience measurement service Clair R. McCollough, general manager of WGAL, Lancaster, Pa., and chairman of the NAB Structure Committee, reported to the board. The recommendations of the Structure Committee regarding BMB follow:

"That BMB as presently constituted be terminated.

"That the assets of BMB be appraised.

"That a new corporation be formed to take over the assets under the following conditions:

"1. That subscribers, to the extent of their legal rights, be offered stock in the new corporation or cash for their pro-rata share of the assets.

"2. That additional stock be offered to other radio stations and other interested parties on bases to be determined.

"3. That the board of the new corporation have representation from advertising agencies, advertisers and broadcasters, under conditions to be determined.

"4. That the new cororation proceed with research studies and other services, as determined by the board of the new corporation."

BAB's Role Defined

In rescinding the action of the board taken at the Chicago convention in April which called for the establishment of BAB and its eventual separation from NAB, the board dissolved the BAB Board Committee and agreed that the bureau, as other NAB departments, in the future should receive policy direction from the board itself, with a five-man broadcaster committee advising it. The action provided that the board may consider the "matter of termination" at a later date.

FMA Joining NAB

The NAB board's invitation to the FM Association to merge with the industry organization is tantamount to FMA becoming a part of the NAB operations. William Ware, president of FMA, who steadfastly denied that FMA might merge with NAB some months ago, is reported ready to throw in the towel. FMA membership today is less than 100 and the dues paying revenue has dropped to the point where it is almost financially impractical for the association to continue.

The board took action with reference to the Association of Women Broadcasters by voting that the office of executive director be consolidated with the office of the Association president, thereby removing it from the Public Relations and Publications Department. The name of the latter department was changed to the Public Affairs department.

Renaming Departments

Renaming of the "Video" and "Audio" divisions of NAB was also voted. The "Video" department will be known as "Television" in the future and "Audio" will be replaced by "Radio." Directors of these divisions, respectively, are G. Emerson Markham and Ralph W. Hardy.

The board also approved recommendations that the present television dues schedule be continued in effect ($10.00 per month for stations affiliated with member audio stations; $1,500 per year for TV operations independent of any other kind of broadcast facility.

The board voted to receive as new members 32 television stations, 68 AM stations, and 10 FM stations. Nine firms were voted into associate membership.

New Associates Voted

The nine new associate members are Bruce Eels and Associates, Hollywood, Calif. (transcription company); the National Research Bureau, Chicago, Ill. (service organization); and the following consulting engineers: Adler Engineering Co., Rye, N. Y.; Chambers and Garrison, Washington, Craven, Lohnes and Culver, Washington; George C. Davis, Washington; William L. Foss, Washington; Jansky and Bailey, Washington; and McNary and Wrathall, Washington.

Georgia Broadcasters Plan January Meeting

Savannah, Ga.—Plans are being made for the winter meeting of the Georgia Association of Broadcasters to be held some time in January, probably the 24th and 25th, at the Hotel Dempsey in Macon. Complete details are forthcoming. There are forty-two Georgia stations included in the association's membership.

COAST-TO-COAST

"Sports Section" Guests

Hollywood, Calif.—Jimmy Phelan, coach of the Los Angeles Dons football team was interviewed by Sid Ziff last Thursday evening, and on the following evening Maxie Docusen, famous undefeated lightweight fighter, was heard discussing the prize fight game with Ziff. Ziff's program "Sports Section" is heard over KFWB nightly at 7:30.

Dummy Disc Jockey

San Antonio, Tex.—"JohnnyDugan Time" a new disc jockey show will make its bow over WOAI and will be heard Monday through Friday for 45 minutes. Johnny, star of the show, is a flip-tongue dummy created by ventriloquist Bud Vinson. Another feature of the show will be a daily weather report by Henry Howell, WOAI's authority on the weather.

WTTM Election Highlight

Trenton, N. J.—WTTM broadcasted the election returns from 7:45 p.m. until 7:00 a.m. the next morning. Highlight of the all-night Wene-Driscoll ballot roundup was the remark of WTTM's Special Events Director, Ernie Kovacs, who aired: "Reports in from 10 of Mercer County's 179 Districts show Wene leading by 4,500 dollars."

WHCU Contract Extended

Ithaca, N. Y.—It is announced by the World Broadcasting System, that Radio Station WHCU has renewed and extended their contract for continued use of World's transcribed library service. Subscribers to the World service are supplied with transcriptions by such top artists as David Rose, Helen Forrest, Russ Morgan, and others of that calibre.

WCOP Wins ABC Award

Boston, Mass.—For the fourth consecutive year, WCOP is a winner of ABC's award for outstanding audience promotion on ABC programs, based on a poll of advertising directors and advertising agency account executives.

New Staff Member

Buffalo, N. Y.—Mike Mearian is the latest addition to the WKBW disc jockey staff. He came from WELM, Elmira, with four years experience in radio. He originally started at WHAM in Rochester at the age of 10, using his talent as an actor. Part of his Army life was spent in the European theater of operations.

New Studios Operating

Piqua, Ohio — Richard E. Hunt, president and general manager of WPTW, announced the opening of branch studios in Troy, Ohio. The Troy branch studios, located on the second floor of the Hotel Lollis, will be managed by Jim Flinn of the WPTW commercial department. Six local programs will originate each day from the new branch studios.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 32 NEW YORK, FRIDAY, NOVEMBER 18, 1949 TEN CENTS

CROSLEY OFFICIALS GET PROMOTIONS

Five New AM Outlets OK'd By Commission

Washington Bureau of RADIO DAILY

Washington—The FCC announced the grant of construction permits for five new AM stations yesterday, three to operate with one kilowatt, daytime only. These will be in McAlester, Okla., Pasadena, Texas, and Prineville, Oregon.

Permittee in McAlester is the Company, which will operate on the 1460 band, with its estimated construction cost $16,050, exclusive of land and buildings.

In Pasadena the applicant was

(Continued on Page 2)

Pilot Radio To Sponsor News Program On WOR

Pilot Radio Corporation of Long Island City will sponsor the 11 p.m. news over WOR Monday, Wednesday, and Friday starting Nov. 21 for its Anniversary television set. Lyle Van is the commentator. Pilot sponsored the same program during 1939 and 1940 when Arthur Hale was on the mike. In intervening years the company also supported other programs over WOR. Alfred Paul Berger Inc. is the agency.

New Chiquita Campaign Set On Keystone

The United Fruit Co., has begun a new transcribed spot campaign featuring the jingles of "Chiquita Banana," on member stations of the Keystone Broadcasting System in 23 states. Eight variations of Chiquita's song are being used in a shifting spot schedule for a 13-week cycle. BBD&O handles the United Fruit account. Noel Rhys, eastern sales manager for Keystone, represented the network.

Distinction

Dan Seymour, emcee of "We The People," was named one of the nation's ten best dressed men by the Fashion Foundation of America yesterday following a poll of the custom tailors throughout the country. Dean Acheson, Secretary of State; Alfred Lunt and Alfred Gwynne Vanderbilt were among the other gentlemen of distinction.

Parting Shot

Washington—The NAB board wound up its three-day session yesterday with passage of a strongly worded resolution calling upon our Government to be firm in dealing with Cuba in the present dispute over frequencies, declaring that our Government should call upon Cuba to rescind all grants since March which in any way violate the standards of the expired NARBA agreement and result in the degradation of the signals of U. S. stations.

Tribute To Radio Paid By UN Official

Paying tribute to "the outstanding coverage of United Nations during the past year by the broadcasters," Benjamin Cohen, assistant secretary general of United Nations, announced yesterday that appreciation scrolls had been mailed to over 1,000 broadcasters throughout the United States.

First scrolls were represented to network executives at a luncheon

(Continued on Page 4)

Minimum Time-On-Air For FM May Be Upped

Washington Bureau of RADIO DAILY

Washington—In a move designed to test the intentions of FM broadcasters, the FCC has proposed to stretch out the minimum operating hours of FM stations. The proposed rule is in line with suggestions by

(Continued on Page 3)

AVCO Advances Shouse To Exec. Post And Dunville Named To Presidency Of Crosley Broadcasting Corp.

The election of James D. Shouse as a member of the executive committee of Avco Manufacturing Corporation, top policy unit of the concern, was announced in New York yesterday by Victor Emanual, President. Simultaneously, the election of Robert E. Dunville to succeed Shouse as president of Crosley Broadcasting Corporation, wholly-owned subsidiary of Avco, was announced.



SHOUSE

Shouse will remain as chairman of the board and chief executive officer of Crosley Broadcasting. Already a vice-president and member of the board of directors of Avco, Shouse in his new capacity will be one of three management members of a committee charged with corporate supervision

(Continued on Page 6)

New Audience Survey System Is Introduced

Five subscribing Washington radio stations last week began using the first issue of a new audience survey produced by the American Research Bureau. Difference between the ARB survey and most other audience surveys now in use is that the new survey reports listeners in terms of actual number of persons listening rather than by percentages. Further breakdowns show number

(Continued on Page 6)

University Buys DLF From News Commentator

DeLand, Fla. — WDLF, 250-watt radio station in DeLand, has been purchased, subject to the approval of the FCC, by John B. Stetson University of DeLand, WDLF was owned by Lyle Van, news commentator, who built it about two years

(Continued on Page 2)

WHHT Leaving Air; Will Consolidate With WSSB

Durham, N. C.—Effective at midnight Saturday, Station WHHT, Mutual outlet in Durham, N. C., will sign off for the last time as a result of the consolidation arrangement

(Continued on Page 2)

REC Speaker Urges Better Programming

Decrying the trend of giveaway programs on radio and admonishing television broadcasters not to fall into the same "follow the leader" pattern, Ralph Starr Butler, former vice-president in charge of advertising, General Foods, addressed the Radio Executives Club of New York at the Hotel Roosevelt yesterday.

Butler, who reminisced about the

(Continued on Page 3)

WNEW Sold For $2,000,000; Operations Stay Unchanged

Sale of WNEW, 10,000-watt New York indie, by the Greater New York Broadcasting Corp., headed by Arde Bulova and Milton Biow as major stockholders, to a new corporation, WNEW, Inc., headed by Bernice Judis, vice-president and general manager and Ira Herbert, vice-president in charge of sales, was announced last night. The reported price was over $2,000,000.

Associated with Miss Judis and Mr. Herbert in the acquisition of WNEW are a group of Providence, R. I., business men. They are William S. Cherry, Jr., Charles F. Knowles, George Meehan, Frank F. Crook, Godfrey B. Simonds and Harold B. Tanner.

In confirming the deal, Miss Judis stated that no change in personnel, policy or programming is planned by the new owners. WNEW, re-

(Continued on Page 4)

Power Of Radio

Windsor, Ont. — A fifteen-second emergency announcement, inserted in a regular broadcast of the Toronto Symphony over Station CKLW, brought out fifty off-duty firemen to fight a three-alarm blaze within a matter of minutes. The announcement, requested by the Windsor Fire Department, also drew 240 calls from listeners in 20 minutes.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Phone: Wisconsin 3271

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SOUTHWEST BUREAU
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Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(*November* 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7⅜	7½	
Admiral Corp.	29¾	29¼	29⅜	+ ⅜
Am. Tel. & Tel.	146¼	146⅛	146¼	+ ¼
CBS A	24⅝	24⅛	24⅝	+ ⅝
CBS B	24¼	24¼	24¼	+ ¼
Philco	29⅝	29½	29⅝	+ ¼
RCA Common	12⅜	12⅛	12⅜	+ ⅛
RCA First Pfd.	73¾	73⅛	73⅛	+ ⅛
Stewart-Warner	11⅞	11½	11¾	+ ¼
Westinghouse	27¾	27⅛	27¾	+ ¾
Westinghouse Pfd.	101⅞	101⅞	101⅞	+ ⅛
Zenith Radio	28	28	28	+ ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14⅞	14¾	14⅞	+ ⅜
Nat. Union Radio	2⅝	2½	2⅝	+ ⅛

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	13¾	14¾
Stromberg-Carlson	13½	14¾
WCAO (Baltimore)	17	21
WJR (Detroit)	7½	8

University Buys WDLF From News Commentator

(Continued from Page 1)

ago with an idea of moving to Florida. His plans were changed so he put the station on the market. No change in personnel is anticipated.

Application has been made to change the name to WJBS for identification with the university.

Freeman Jesse Young

Freeman Jesse Young, account executive of Kenyon & Eckhardt, Inc., died Tuesday evening November 8, at the age of 43. Surviving are his widow, Margaret, and three children.

☆ COMING AND GOING ☆

DOUGLAS L. MANSHIP, vice-president of WJBO, Baton Rouge affiliate of NBC and the Louisiana Network, is in New York this week for talks with officers of the web.

GORDON GRAY, vice-president of WIP, Philadelphia, is expected in town today for confabs with his national reps.

LUCILLE SHEARWOOD, director of food service for the Federal Advertising Agency, is in Austin, Tex., where tomorrow and Sunday she will be guest speaker at the celebration marking the 10th anniversary of Texas University's "Radio House," directed by Thomas D. Rishworth. She'll also attend the annual conference of District 13, AWB.

JOHN J. ANTHONY, human-relations counsellor featured on radio and television, is expected back tomorrow from Hollywood, where he auditioned a new network radio show to originate on the West Coast.

JAMES STREET, premium buyer for McCann-Erickson, Inc., is back from Syracuse, where he addressed the Advertising Club of that city on the subject, "The Dollars and Sense of Premiums."

LESLIE F. BIEBL, program and promotion manager for Associated Program Service, left this week to spend the remainder of his vacation.

ROBERTA QUINLAN, singing television star, today will leave by plane for Amsterdam, N. Y., to sing at the convention of the Mohawk Carpet Co. She is heard Tuesday and Thursdays via NBC.

BOB CANAVAN, publicity director and farm editor at KROD, El Paso, Tex., is in town for conferences with the national representatives of the station.

JESSE BIRNBAUM, press department luminary at NBC, is in St. Louis covering the web's telecast of the wedding of Vice-president Barkley and Mrs. Carleton Hadley.

PETER DONALD, comic, has returned from Pittsburgh.

HERB SHELDON, daytime comedy star on ABC, has returned from Philadelphia, where he appeared in connection with his new film featurette, "You Don't Say," soon to open at New York's Criterion Theater.

TOMMY TRINDER, English song-and-dance man well known to Albion audiences, has left for Britain following two weeks in the U.S.

TONY MARTIN and the members of his band will arrive today from the West Coast. They have been engaged for three weeks at New York's Roxy Theater.

BUDDY BASCH has returned from Bridgeport, Conn., where he completed details for this Sunday's appearance of Johnny Long and his band at the Ritz Ballroom.

KARL KNIPE, vice-president of Anderson, Davis & Platte, Inc., and VICTOR SEYDEL, radio and television director of the agency, spent Wednesday in Carlisle, Pa., arranging details for the renewal of the CBS-TV "Masland at Home Show" for C. H. Masland & Sons Rug Co.

WHHT Leaving Air; Will Consolidate With WSSB

(Continued from Page 1)

concluded last week between Harold H. Thoms, sole owner of WHHT and the Public Information Corporation, licensee and operator of WSSB (250w-1490kc) also in Durham. The principal stockholders of the corporation are Tom Sawyer, P. M. Sawyer and Mrs. Roma Cheek.

Harold Thoms will become chairman of the board of Public Information Corporation and will have a substantial and active interest in its operation. All the physical facilities of WHHT, its feature programs such as "Country Boy" and 99 per cent of its current accounts will be transferred to WSSB. MBS has negotiated an affiliation contract with WSSB for full MBS service, previously carried by WHHT.

Mickel Directing Consolidation

Bill Mickel, present manager of WHHT, is directing the work of combining the best programming features of both stations and Tom McCaffrey, recently appointed manager of WSSB will continue in that capacity.

WWJ Stations Appoint Walbridge Asst. Mgr.

Detroit—Willard E. Walbridge has been appointed assistant manager of WWJ, WWJ-TV, in addition to his duties as general sales manager of the stations.

In other staff changes, Mabel Munroe, formerly assistant sales manager of WWJ, has been named office manager of WWJ, WWJ-FM, and WWJ-TV. She has been replaced as assistant sales manager of WWJ by Norman Hawkins, formerly of WWJ-TV sales. Robert Schlinkirt, also of WWJ-TV sales, has been named assistant sales manager of WWJ-TV. Clarence E. Day, Jr., formerly with Brooke, Smith, French & Dorrance, has joined WWJ as an associate producer.

Five New AM Outlets OK'd By Commission

(Continued from Page 1)

Pittsburgh County Broadcasting Felix H. Morales, with operation on the 1480 band, with his estimated construction cost $32,850.

In Prineville, Radio Central Oregon, Inc., will operate on the 690 band with an estimated construction cost of $28,764.

Okayed to operate with 250 watts unlimited on the 1450 band was the Bessemer Broadcasting Co., Bessemer., Ala., while the Diamond H. Ranch Broadcasters were granted a permit to operate on the 1490 band at Auburn, Calif., with 250 watts unlimited.

KAGH Sale Approved

The Commission also okayed the conditional sale of KAGH and KARS (its FM affiliate) in Pasadena, Calif., from Andrew G. Haley, lawyer to Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl for $55,000.

Price tag on WKSR, Pulaski, Tenn., was $30,000, with the station passing from Robert W. Rounsaville and George M. Clark to John R. Crowder, James P. Clark and W. E. Williams.

The same price was paid by the Shore Broadcasting Co., to James H. and Thomas P. Littlepage, Jr., for WCMD, Cambridge, Md., while the price for WIHL, Hammond, La., sold by Joseph A. Sims to Sidney S. Rosenblum and Forrest E. Curnutt was only $19,000.



Shut your mouth, Nellie!

When Nellie the hippo yawns, it's really a major production. She's got the biggest mouth in the whole zoo.

There's something BIG in the Baltimore radio market, too. It's W-I-T-H, the station that gives advertisers a big plus audience.

You know W-I-T-H delivers more *home* listeners than any other station in town. And now a survey supervised by the Johns Hopkins University proves that of all radios playing in *grocery stores* 42.3% were tuned to W-I-T-H.

That's a real *plus* for you! It means that a *small* appropriation on W-I-T-H will produce *big* results. Get the whole W-I-T-H story today from your Headley-Reed man.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Criticizes Giveaway Trend In Network Programming

(Continued from Page 1)

early days of commercial network programming, called them "the days of 40 ratings" and compared them with present day commercial radio. He told of the first network variety program, "Maxwell House Showboat" in 1932 which held first place in polls for several years and "really sold coffee."

"Today the first concern of a buyer of radio time is to get an audience rating show, Butler said. This has resulted in the 'follow the leader' era of programming. Someone came up with a giveaway program. Then 38 others followed him in sheep-like fashion.

"Thank goodness the era of giveaway programs seems to be on the decline," he continued. "They are loosing their hold on the listening public."

Butler urged that something new be developed in the way of commercial network programming, unless new entertainment ideas are forthcoming there will be declining results in proportion to the costs, he added.

Urging television broadcasters not to adopt the "follow the leader" pattern of radio program, Butler said that the potentialities of programming and sales in the new sight and sound medium are unlimited.

Tells of Early Programs

Earlier in his talk, Butler told some interesting stories of the first programs of commercial network radio. He recalled the success of the Maxwell House Showboat and said until this musical-variety program was launched in 1932 the pattern for commercial shows on radio were orchestra and singers. Butler also recalled that General Foods gambled $500,000 in a shortwave radio tieup with the Antartic trip of Admiral Richard E. Byrd in the fall of 1933 and the gamble not only paid off but increased the sales of Grapenuts 44 per cent over a 15 months period.

The pre-war Kate Smith program was also referred to as an example of good commercial programming. He recalled that guest artists appeared on this program and it was here that the present day Aldrich Family got its start. He also paid tribute to Miss Smith for having made "God Bless America" a second national anthem and challenged present day radio programs to produce a song which would have such family appeal.

Charles E. Denny, executive vice-president of NBC, in behalf of the Junior Achievement Award, presented a scroll to William Lindsey, 16-year-old Peoria, Ill., high school boy for the teen age program, produced on WEEK in Peoria.

Guests on the dais of the REC luncheon included: Atherton W. Hobler, chairman of board of Benton & Bowles; Charles G. Mortimer, vice-pres. of General Foods; Louis Brockway, executive vice-pres. of Young & Rubicam; Fred Mueller, general manager of station WEEK, Peoria; and, Howard Chapin, advertising director of General Foods.

Out-of-town guests introduced by President Karol during the luncheon were: Charles Hobrook, WMOU, Berlin, N. H.; George Podeyn, WHJB, Greensburg, Pa.; John Haas, KARK, Little Rock; Al Bengtson, WINR, Binghamton; Harold Walker, WDIA, Memphis; Robert Kerns, WLOK, Lima, Ohio; and, Quincy Brackett, WSPR, Springfield, Mass.

Minimum Time-On-Air For FM May Be Upped

(Continued from Page 1)

the FM Association some months ago, calling for a doubling of the minimum hours of operation by the end of the third year for unaffiliated stations. Those stations running in conjunction with AM stations would be required to operate at least as many hours daily as their AM counterparts.

The Commission has not set hearing on these rules, but has called for comments by December 18. Presumably a hearing will be called if it seems merited by the response.

The proposed new rule would affect all stations at once in that it would extend the minimum hours to Sundays as well as the other days of the week. This would mean that six-day operation would be out.

In addition, it is proposed that during the first year of operation the minimum schedule include six hours, with at least three hours in the daytime and three between six in the evening and midnight. During the second year the total hours would go to eight, again evenly divided, and during the third year the daytime hours would be extended to a minimum of eight.

Leavitt To Head Sports, Special Events At WDSU

New Orleans—Mahlon (Mel) Leavitt, former sportscaster for Mutual, has been appointed sports and special events director of the WDSU Broadcasting Services, it was announced by Robert D. Swezey, general manager.

Leavitt is already handling most of WDSU's radio and video sportscasts, including pro boxing and wrestling, and will broadcast collegiate basketball during the coming season. Before joining WDSU he wrote and announced on Mutual.

Bill Murrell Hospitalized

Orlando, Fla.—Bill Murrell, promotion manager of WORZ, affiliate of NBC in this city, is being treated at the local hospital for a strep throat.



AL RICKEY

CONDUCTOR-COMPOSER

MANHATTAN MERRY-GO-ROUND

HAMMERSTEIN MUSIC HALL

WALTZ TIME

MR. KEEN—7th YEAR

ALSO MUSICAL DIRECTOR FOR MAYFAIR RECORDS

Tribute To Radio Paid By UN Official

(Continued from Page 1)

held Wednesday in the Rainbow room of the RCA building. At the luncheon Cohen said:

"We are indeed indebted to American broadcasters for their remarkable response to the need for better understanding of the fifty-nine United Nations' efforts to build a lasting peace. They have demonstrated what a medium can do to enlighten the public through frequent news releases and feature programming. Through this public service alone they have evidenced their dedication to the public interest, convenience and necessity."

The text of the scroll presented to the broadcasters certifies that they are members of the United Nations Network for Peace "and thereby lend effective and distinguished aid in the broadcasting of programs dedicated to better understanding among the peoples of the world and in the cause of lasting peace."

Skippy Opening Set

"Skippy Hollywood Theater" bows over CBS on Dec. 1 from Hollywood. Program was formerly heard over NBC. Les Mitchel is producer, director and host. Marjorie Reynolds will be starred in opening airer.

Hollywood's New

COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

• Rates From $6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOllywood 9-2701



Man About Manhattan. . . !

● ● ● **WHAT'S DOIN': Dinah Shore's booking into the Wedgwood Room Jan. 12th will be her first nitery chore since '42. . . . Many TV manufacturers switching from newspapers to radio to plug set sales. . . . Everybody, but everybody, happy over Hal Davis' well-deserved promotion (as veepee) with Kenyon & Eckhardt. Hal's one of the best-liked guys in the biz. . . . Bobby Colt, the latest entrant in the crooners' sweepstakes, makes his film debut next month in "Catskill Honeymoon." . . . Roger Kay readying a teeveo series for Paul Lukas tagged "The Cheater," a suspense-packed series based on true tales of the famed Adventurers' Club. . . . TV offers pouring in on June Gardner since her debut at the Radio City Music Hall, where she still is, by the way.**

☆ ☆ ☆ ☆

● ● ● Where will the future Milton Berles come from? How can young comics get a chance to rise and shine on TV? All this and more will be answered by Bob Bright who is readying a vehicle for young comics and comedy writers called "School for Comics," which WOR-TV is auditioning late this month. If you have some 'apt' pupils, contact Bob at 509 Fifth Ave.

☆ ☆ ☆ ☆

● ● ● **Talk of the trade right now is the solid click scored by Jane Pickens in the musical version of the "Little Foxes"—"Regina." Jane has been around for some years now but this is the first time she was ever taken seriously in anything resembling a dramatic role. She was regarded as just another radio singer until the critics bombarded her with lavish adjectives after seeing her portray the imperious and tigerish "Regina" at the 46th St. Theater. We haven't caught the show yet but we did see Jane do excerpts of her role in Sunday's "On B'way" telecast so we'd like to add our feeble voice to the critics' cheers. Plus a doff of the old lid to the guy who turned the trick for her—her current manager, Moe Gale.**

☆ ☆ ☆ ☆

● ● ● JUST THINKING OUT LOUD: Whodunits aren't noted for realism in their dialogue—but the worst offender in this dep't is Dick Powell's "Richard Diamond" series. The writing is just too, too precious. . . . Sidney Walton packs plenty of dynamite in either tonsil via his WOR and Mutual commentaries. . . . Suggested scoop for "Bride & Groom": Book veepee Barkley and Mrs. Hadley. . . . Wish somebody would tell us what prompts a male singer to pick on a number like "I'm Just Wild About Harry," How silly can they get warbling about how they're missin' Harry's kissin.'

☆ ☆ ☆ ☆

● ● ● **TELLING ON TELEVISION (or views on video): Benny Fields revealed potentialities as a television host in his own right on the Berle stanza last week. Berle, incidentally, will need more material than Notre Dame to sustain the week-to-week perfection of his pre-summer shows. It's amazing how this super-performer carries on as ably as he does week in and week out. . . . Atrocious cutting and excessive intermissions for commercials continue to plague films used on CBS-TV. A two-hour film, doctored to an hour, emerges as a spasmodic, almost incoherent outline on television. . . . How about calling those clever "Tide" and B. V. D. video spots—Sellevision. . . . Ed Wynn reminiscing with Victor Moore the other week about their early days in the biz brought lumps to the throats of most of us. . . . If for nothing else, Admiral Radio rates a low, sweeping bow for eliminating the middle commercial on their "Lights Out" series, thus keeping the mood intact. That's the way to win friends and influence customers.**

☆ ☆ ☆ ☆

Judis-Herbert Group Purchases WNEW

(Continued from Page 1)

ported to have grossed over $3,000,000 last year and had the distinction of winning several awards for public service programming.

Under the new ownership, WNEW Inc., the officers will be William S. Cherry, Jr., president; Miss Judis, executive vice-president and general manager; Ira Herbert, vice-president and sales manager; Ted Cott, vice-president in charge of programs; Harold B. Tanner, secretary and Charles F. Knowles, treasure..

WNEW went on the air in February, 1934, as a result of the consolidation of a group of small New Jersey radio stations. Miss Judis was general manager from the start and Herbert became sales manager in 1944. The station pioneered in block booking, popularized disc jockey programming and is regarded as a most successful operation in the radio trade.

Miss Craig Plans Trip

ABC's Nancy Craig, women's service commentator, will leave New York on Sunday with 23 other women reporters and photographers on a 12-day visit to Iceland, Sweden, Norway, Denmark, and Finland. The group will cover the "woman's angle" in Scandinavian life as guests of those countries. Miss Craig will record interviews while abroad for broadcast on her ABC program, Monday-Friday at 1:15 p.m., during her absence.

Send Birthday Greetings To—

November 18
Pat Alan — Bobby Jarvis
Don Quinn — Sharon Grainger
Sam Kaufman — Johnny Mercer

November 19
Charme Allen — Tommy Dorsey
Bob Harris — Natalie Feldman

November 20
Fran Allison — Walter Biddick
Judy Canova — Frank Thomas
Art James

November 21
Joe Du Mond — Edward K. Oats
Ted Straeter

November 22
Frank Graham — Mildred Hallmark
Hoagy Carmichael — Dick Pack
Arthur Miller — Glen Litten
Howard A. Petrie

November 23
Mary Milford

November 24
Harris Barris — Eileen Barton
Guy Bonham — Don McLaughlin
Joan Brooks — Edward J. Wallis
Art Fulton — Irene Wicker
Lois Zarley

What other Christmas present can you name that...





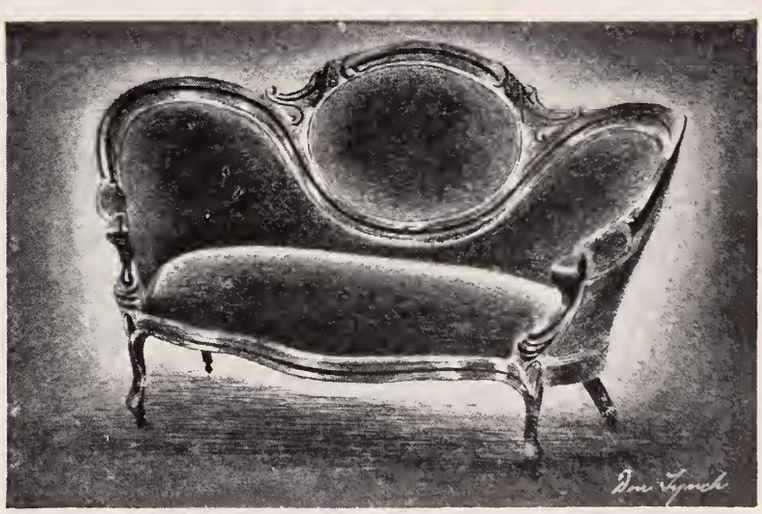
. . . you wouldn't want to exchange



. . . comes in so handy on rainy days



. . . never wears out



. . . keeps increasing in value

. . . is so quick and easy to buy
. . . pleases everyone on your list
AND . . . gives itself all over again
(with interest) ten years later?

U.S. Savings Bonds

Automatic Saving is Sure Saving

THIS SPACE CONTRIBUTED BY RADIO DAILY

Crosley Executives Given Promotions

(Continued from Page 1)

of the firm's operating divisions and subsidiaries. These, in addition to Crosley Broadcasting, include Crosley, New Idea, American Central, Nashville and Lycoming-Spencer divisions: the Crosley distributing corporation and the Carrollton Furniture Manufacturing Company, A. C. F-Brill Motors and the New York Shipbuilding Corporation.



DUNVILLE

As president of Crosley Broadcasting Corporation, Dunville will have administrative responsibility for WLW, 50,000-watt Cincinnati clear channel station; three television outlets, WLW-T, Cincinnati; WLW-D, Dayton and WLW-C, Columbus, as well as FM outlets in the same cities; and shortwave stations which Crosley Broadcasting operates for the U. S. State Department at Mason and Bethany, Ohio.

Native Of Kentucky

Shouse, 46-year-old native of Cynthiana, Kentucky, completed his 20th anniversary in the broadcasting field this year. In 1929, he joined CBS as its first Chicago sales representative. Five years later he joined the Stack-Goble advertising Agency, resigning after a brief period to return as manager of KMOX, Columbia-owned station in St. Louis. Since joining the Crosley organization as vice-president in charge of broadcasting in 1937, Shouse has led WLW to a large number of national awards in programming, promotion and other fields. In 1946 he was named president of Crosley broadcasting and last year was elected board chairman.

Started At KMOX

Dunville, 42, is a native of St. Louis. After a period in the automotive business, he joined the sales department of station KMOX, and shortly thereafter became assistant general manager. It was at KMOX that Dunville and Shouse began an association in broadcasting which has continued for nearly two decades. In 1937, Dunville joined the executive staff at WLW as assistant to Shouse, thereafter holding successive posts as general manager of WSAI, then owned by the Crosley interests; general sales manager of WLW and WSAI, and starting in 1944, as vice-president and general manager of Crosley Broadcasting Corporation. For the past two years he has actively supervised the development of the three television stations now operated by the firm. Together with Shouse he was responsible for the establishment of a merchandising and promotional program unique in the broadcasting field.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of November 4-10, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Thousand Violins	Paramount
Ain't She Sweet	Advanced
Charlie My Boy	Bourne
Dear Hearts And Gentle People	E. H. Morris
Don't Cry Joe	Harms
Georgia On My Mind	Peer
Hop Scotch Polka	Cromwell
Huckle Buck	United
I Can Dream Can't I	Chappell
I Never See Maggie Alone	Bourne
Jealous Heart	Acuff & Rose
Just For Fun	Paramount
Last Mile Home	Leeds
Let's Harmonize	Santly-Joy
Let's Take An Old Fashioned Walk	Berlin
Maybe It's Because	Bregman-Vocco-Conn
Meadows Of Heaven	Laurel
Mule Train	Walt Disney
Now That I Need You, (Where Are You)	Famous
River Seine	Remick
Room Full Of Roses	Hill & Range
She Wore A Yellow Ribbon	Regent
Slipping Around	Peer
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
Toot Toot Tootsie Goodbye	Feist
You Told A Lie	Bourne
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin

Second Group

TITLE	PUBLISHER
Bye Bye Baby	J. J. Robbins
Crocodile Tears	Johnstone-Montei
Dime A Dozen	E. H. Morris
Festival Of Roses	Witmark
Fiddle Dee Dee	Harms
Hush Little Darlin'	Michael
I Never Heard You Say	Kramer-Whitney
I Only Have Eyes For You	Remick
In Santiago By The Sea	Life Music
It's A Wonderful Life	Lombardo
I've Got A Lovely Bunch Of Cocoanuts	Cornell
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
My Street	Campbell
Oh You Beautiful Doll	Remick
Over The Hillside	Dryer
Rudolph The Red-Nosed Reindeer	St. Nicholas
Souvenir	Beacon
Sweetest Words I Know	Life Music
There's Yes Yes In Your Eyes	Witmark
Through A Long And Sleepless Night	Miller
Wishing Star	Broadcast Music

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New Audience Survey System Is Introduced

(Continued from Page 1)

of men, women and children in audience as well as racial stock of people and also supplies simplified audience flow data.

Measure Inside And Outside

The new survey, according to ARB, attempts to simplify radio audience information for subscribers and to provide complete measurement both inside and outside the home.

The Washington sample consists of 1,000 persons chosen by the probability method so that each person has a chance to be selected. ARB interviewers place diaries with persons selected and selectees carry it with them at all times recording programs heard during the week. Diaries are returned to ARB and results are projected on the theory that the sample persons are representative. AM, FM, and TV shows are covered.

Breakdown Given

The October survey shows average daily totals among 1,400,000 persons in greater Washington of 3,001,386 person hours of AM-FM listening; 801,360 person hours of TV listening; and 189,980 person hours of auto radio listening with the later catagory included in the AM-FM totals.

The ten top ranking programs in the Washington area for the period October 15-31 were found to be as follows: (The percentage rating for each program is shown in parenthesis)

	Persons	
Jack Benny—WTOP	281,950	(20.3)
Radio Theater—WTOP	191,350	(13.8)
Amos and Andy—WTOP	189,600	(13.7)
Walter Winchell—WMAL	187,500	(13.5)
Talent Scouts—WTOP	183,300	(13.2)
My Friend Irma—WTOP	169,000	(12.2)
Charlie McCarthy—WTOP	167,350	(12.1)
Bob Hope—WRC	165,950	(12.0)
Fibber and Molly—WRC	161,800	(11.7)
Fat Man—WMAL	159,000	(11.5)

ARB plans to bring the new radio service to additional cities as rapidly as a sound expansion can be accomplished. The firm already issues television audience reports in New York, Philadelphia, Baltimore and Washington.

British Radio Exports To Latin America Drop

British radio equipment exports to Latin America dropped in the first six months of 1949 compared with 1948. Figures are: '48 (Jan.-Dec.) 841,899 pounds, against 337,064 pounds for Jan.-June, '49.

Exports of radio receivers and radiograms, including chassis are way down but sound reproducing equipment, test gear, components, valves and cathode ray tubes are up over '48. Transmitter, communication and navigational aid equipment are also down but not seriously.

Argentina and Chile have held steady as importers while Uruguay stepped up purchases almost threefold. This, however, is offset by a serious drop of imports by Brazil and Venezuela.

TELEVISION DAILY

Section of RADIO DAILY, Friday, November 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC BANS THEATER-TELE PICKUPS

TELE TOPICS

LOVERS of mystery drama will get only mild satisfaction from "Plainclothesman," a Transamerican package added to the Du Mont lineup fairly recently. Scripts are routine and not overly-inspired and bear a close resemblance to a class B-minus movie. This week's, which was a trifle better than some others seen on the series, involved a gentleman who cuckholds his best friend, inadvertently kills his paramour then disposes of the body and tries to pin the rap on the husband. Needless to say, the dastard is apprehended by the hero of the title, an unseen police lieutenant, and his assistand in enterprising fashion. Production was devised to get as much suspense as possible out of the situation, even tho' viewers knew whodunit and that the villain must be caught before sign-off. . . . Plainclothesman himself is never seen; the subjective camera technique is used whenever he is on scene. His voice belongs to Ken Lynch. Acting and direction this week were on a high professional level. Cast included Earl Hammond, Elaine Williams, Jim Boles, Billy Lou Watt and Jack Orrison. Bill Marceau directed and script was by Gilbert Braun.

●

CBS SOLD its second hour-long Thanksgiving Day special yesterday when Hotpoint, Inc., division of GE, signed for "Hotpoint Holiday," variety seg to be aired on the full web at 4 p.m., EST. Rudy Vallee will emcee, and other acts include Guy Lombardo, Sam Levenson, Carol Bruce and Raye & Naldi. Barry Wood is producing and Herb Sussan will direct. Maxon is the agency. Program will precede the Longines holiday special. . . . In keeping with the dignity of the Met's first nite audience. ABC cameramen covering the event will be required to wear tuxedos, and the red tally lights on the cameras will be disconnected so as not to disturb the music lovers. . . . Arthur Godfrey's Chesterfield and Coke show this week was one of his best. Jerry Colonna, who is being wasted on AM, offered a standout bit of comedy. . . . The Howdy Doody Victor record album will be in the stores by Dec. 1 to cash in on the Christmas trade.

●

NBC HAS set the dates for its new opera series, to be supervised and conducted by Dr. Peter Herman Adler. Kurt Weill's "Down In The Valley" will be aired Jan. 14, 10 p.m., EST, and will be followed by new English translations of "Madame Butterfly," Feb. 11; "The Bat," Mar. 11, and "Tales Of Hoffmann," Aor. 8. All will be cut to an hour except Weill's work, which will run only 30 minutes. Not yet scheduled is a new work by Gian-Carlo Menotti, commissioned by the web.

Sales, Profits Boost Reported By Du Mont

Net sales of $29,507,000 for the 40 weeks ending Oct. 9, 1949 were reported yesterday by Allen B. DuMont Laboratories, Inc., compared with $17,374,000 for the corresponding period last year. Net profits, after provision for Federal income taxes, rose from $1,421,000 in 1948 to $1,676,000 this year.

Net profits after taxes per outstanding common share after deduction preferred stock dividends were 75 cents per share in 1949 and 70 cents last year.

Dividend Declared

The firm's board of directors yesterday declared a dividend of 50 cents per share on common stock payable Dec. 22 to stockholders of record Dec. 1. A dividend of 25 cents per share on preferred stock also was voted, payable Jan. 1, 1950, to stockholders of record December 15.

According to the statement, "No provision for possible liability of DuMont in the event of adverse decision in certain existing patent suits has been included in this figure nor has any amount which may accrue to DuMont from the industry's unauthorized use of DuMont's patents."

Amanda Randolph To WC

Pianist-singer Margaret Johnson will substitute for Amanda Randolph on a daily morning show over DuMont beginning next week when Miss Randolph goes to Hollywood to fill a movie commitment. Miss Johnson, originator of the quartet, "The Song Spinners," will hold down the spot until Miss Randolph's return Dec. 19.

Pye Demo Monday

Washington — Representative of Pye, Ltd., prominent British electronics manufacturing firm, on Monday will demonstrate the company's videc equipment for members of the FCC. Scheduled for 11:15 a.m., the showing will take place in the Carlyle Hotel. At 2:30 p.m., the demonstration will be repeated for a group of consulting engineers.

CBS Plugs Lower Cost Despite Rate Boosts

Continuing trend toward lower circulation costs is pointed up by CBS this week in a letter announcing rate increases for 18 affiliates. Signed by general sales manager David Sutton, the letter reveals that in January of this year cost-per-thousand for the 18 stations was $6.16, compared with $3.97 by Dec. 1, when all the outlets will have higher hourly rates—a decrease of 36 per cent for new advertisers and more for present bankrollers protected at the old rates for six months.

Old and new rates (one hour, class A) for the stations follow:

WNHC-TV	from	$300	to	$400
WGAL-TV	from	150	to	200
WTMJ-TV	from	300	to	350
WRGB	from	250	to	325
KSD-TV	from	300	to	425
WBTV	from	150	to	175
KTTV	from	500	to	750
WAVE-TV	from	200	to	250
WTCN-TV	from	250	to	325
KING-TV	from	200	to	300
WCBS-TV	from	1500	to	2000
WCAU-TV	from	600	to	1000
WTVR	from	220	to	250
WBKB	from	600	to	800
WNAC-TV	from	400	to	750
WOIC	from	300	to	450
WEWS	from	500	to	600
WHEN	from	150	to	250

ABC's Technical Plans Set For Opera's Opening Night

Completing plans for its pickup of the Metropolitan Opera opening Monday night, ABC yesterday took a deep breath and revealed that more than a ton of equipment and three-quarters of a mile of cable will be installed in the Met and that the additional power to be brought into the theater to supply the eight cameras and auxiliary operations would be sufficient to provide 50 homes with electrical services.

Staff of six directors will be assigned to the event, sponsored by Texas Co., under producer-director Burke Crotty. They are Marshall Diskin, Robert Doyle, Gertrude Tipper, Theodore Nathanson, Perry Smith and Leonard Blair.

The eight cameras will be stationed as follows: two on the orchestra floor, one in the standing room area and the other stage left; one on the second balcony near the proscenium, stage right; one adjacent to the radio booth on first balcony; two backstage; one in Sherry's bar, and one in the 39th street lobby. One backstage and the one in the lobby will be equipped with the Balowstar lens.

Bids Them Await Final Ruling On Pix-House TV

Washington Bureau of RADIO DAILY

Washington—The FCC said yesterday it will grant no more okays for TV relay for "non-experimental exhibition purposes" thereby making official what became apparent more than a month ago as the Commission first turned down, then permitted, relays of the World Series for big-screen showing in a Scranton, (Pa.) theater. It was made plain at that time that the eventual okay in Scranton was a special thing, with policy against such relay. The Commission said yesterday that there had been misunderstandings of its policy which made it seem best to grant that request.

In its notice yesterday the Commission pointed out that there is currently no provision for frequencies for the relay of theater TV programs, adding that it "now has under consideration petitions recently filed by several motion picture organizations requesting the institution of rule-making proceedings looking toward the establishment of a theater television service and the allocation of frequencies for such a service.

"The Commission considers that to continue to grant new theater television authorizations before a final decision is reached on whether or not to establish such a service might be misleading to the public and to persons contemplating investment in the proposed service."

KSD-TV Maps Coverage Of Veep Wedding Today

St. Louis—Final arrangements for televising the wedding here today of Vice-President Alben W. Barkley and Mrs. Carleton S. Hadley, were announced yesterday by George M. Burbach, general manager of KSD-TV, which will make the pick-up for the NBC net.

Four cameras and KSD-TV's mobile unit will be used to cover the event. Two cameras will be spotted in front of the church to photograph the wedding party and guests entering and leaving. Cameras have been forbidden in the church.

Two other cameras will be used at the reception and wedding luncheon which will follow at a private home.

Pickup will start at 11:45 a.m., EST, at the church and will switch to the reception at 12. NBC will cut off at 1 p.m., EST, but KSD-TV will continue locally until 12:30 p.m., CST.

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, Nov. 18, 1949

Fred D. Wilson Heads Capehart-Farnsworth

The Board of Directors of the Capehart - Farnsworth Corporation have elected Fred D. Wilson president of the firm, succeeding Ellery W. Stone, who was appointed president of Capehart at the time of its acquisition by the International Telephone and Telegraph Corporation.



WILSON

Wilson has had more than 25 years experience in manufacturing and sales in the home appliance field of which 12 years, from 1936 to 1948, were served with the RCA Victor Division of the Radio Corporation of America variously as operating vice-president, national sales manager, director of personnel and director of purchases.

In 1948, Wilson joined the Bendix Home Appliance, Inc., South Bend, Ind., as assistant to the president and shortly thereafter, was appointed executive vice-president.

Ellery W. Stone, former president of Capehart-Farnsworth will continue as a member of the Board of the firm and as president of International Electric Corp.

Xmas Bonuses Based On 1949 Sales Volume

All employees of the Andrea Radio Corporation will find their Christmas stocking filled with a bonus during the Holiday Season, according to Frank A. D. Andrea, president of the firm. The total amount of the bonuses to be distributed will be based on the volume of Andrea sales from the beginning of the year right up to Christmas. Notification of the bonus has already been given by "Santa" Andrea to all the happy employees. Andrea said that he looks "forward to 1950 surpassing all previous years in the television field."

New Tape Recorder Cuts Cost Of TV & MP Films

Reduced production costs of television and motion picture films are promised with the development and adoption of synchronous magnetic tape recording and playback equipment, developed by the Fairchild Recording Equipment Corporation, Whitestone, L. I., N. Y. Time and labor costs are lowered by the speed up of production that is accomplished with the instantaneous playback of sound tracks. If it is necessary to "retake" the sound it can be done at once and checked before the cast, crew and sets are disbanded. Savings in material costs for sound tracks of at least $50 per hour are effected by the use of standard quarter-inch magnetic tape instead of emulsion coated acetate film stock. Two such synchronous tape recorders are now in use by CBS-TV for recording the sound tracks of those TV shows to be transcribed and shipped to affiliates.

Hassel Named Secretary Of Zenith Radio Corp.

The election of Karl Hassel as secretary of Zenith Radio Corporation was announced by Commander E. F. McDonald, Jr., president of the firm. Hassel fills the position recently vacated by the resignation of R. D. Burnet, former secretary and controller. McDonald said that Hassel, "Has been with Zenith since before there was a Zenith." He began the manufacture of radio parts years before the establishment of the broadcasting system we know today. In 1921, as a partner in Chicago Radio Laboratories, he was manufacturing complete receivers under the trade name, "Z-Nith," coined from the call letters of his amateur radio station 9ZN. At this time he joined forces with McDonald, and with him organized Zenith Radio Corporation in 1923. Hassel is also a director and assistant vice-president of the corporation.

Audio Vital In Sale Of Video Receivers

Chicago—An increasing awareness on the part of radio and television purchasers, that the tone quality of the sets they purchase is of prime importance, has been voiced by two manufacturing executives here, in related but varied electronic fields.

Walter H. Stellner, vice-president of Motorola, Inc. said "In a competitive market where many excellent receivers are available, a superior sound system is often the deciding factor in making a sale."

"Very Costly Economy"

James P. Quam, president of Quam Nichols, manufacturers of loud speakers warned that the use of an undersize or cheap speaker can be "a very costly economy" for a manufacturer who hopes to merchandise his sets in an increasingly competitive market. Quam's remarks were prompted by the suggestion of a consumers' research group that television set owners place a reflecting board near the speaker grill of their sets to improve the sound quality. According to Quam, this suggestion "over-simplifies the remedy to a very serious shortcoming in many telesets." The fact that a consumers' research group finds it necessary to advise teleset owners on makeshift methods of getting better quality sound out of their sets indicates that the public itself is aware of the audio shortcomings of a good many sets," he stated.

PRODUCTION PARADE

Metalized Paper Capacitors

Astron Corporation, East Newark, N. J., announces a new, improved midget self-healing metallized paper capacitor in both hermetically sealed and cardboard tubular resigns in addition to a complete line of radio noise suppression filters. These space-saving Metalite improved capacitors are about one-third to one-fourth the size and weight of conventional designs now being manufactured. Created to meet the growing demand for small capacitors, type MQ possesses high insulation resistence at high temperatures. They are available now in voltage ratings up to 600 volts and are supplied in a hermetically sealed construction with glass-to-metal hermetic terminal seals.

GE Tube For TV & FM Receivers

A new miniature tube (6BC5) designed primarily for use as a radio-frequency and intermediate frequency amplifier in TV and FM receivers is now in production at the Owensboro, Ky. plant of the General Electric Company. According to J. M. Lang, manager of the tube divisions at Owensboro, the 6BC5 represents an improved version of GE's 6AG5 and is interchangeable with that tube.

DuM Adds Console To TV Line

A new 12½" console TV receiver, with the added feature of a Local-Distant switch, which extends the range of good recpetion by many miles, has been announced by Ernest A. Marx, general manager of the receiver sales division, Allen B. DuMont Labs. The new receiver, called the "Canterbury," also includes full range frequency modulation radio and provisions for attaching a record player. Price of the new model is $379.50.

Rectangular All-Glass TV Tube

What is claimed as a revolutionary development in TV picture tubes, the new Hytron type 16RP4, a directly-viewed, 16-inch tube with a rectangular screen, has been announced by Bruce A. Coffin, president of Hytron Radio & Electronics Corp., Salem, Mass. The rectangular shape permits smaller, less costly cabinets for TV receivers. Also the Hytron 16RP4 is the shortest 16-inch picture tube on the market, according to the company. In fact, the new Hytron tube takes approximately the same cabinet space as a round 12-inch picture tube. Automatically this new tube development sets the pace for more compact and economical TV set designs.

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BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 33 NEW YORK, MONDAY, NOVEMBER 21, 1949 TEN CENTS

GOV'T PLANS SET FOR ANTI-TRUST SUIT

Standing Committees Of NAB Cut To Nine

Washington Bureau of RADIO DAILY

Washington — Carrying forward the streamlining process which got under way earlier this year, the NAB board of directors last week voted to cut the number of standing committees to nine, with an overall total of 53 members.

The following will have five members each: Association of Women Broadcasters Committee, Broadcast Advertising Committee, Employee-

(Continued on Page 2)

Guy Named President Of The IRE For 1950

Raymond F. Guy, manager of radio and allocations engineering for NBC, has been elected president of the Institute of Radio Engineers, it was announced this week by the Institute's Board of Directors. Sir Robert Watson-Watt, governing director of Sir Watson-Watt & Partners, Ltd., of London, was elected vice-president.

Mr. Guy had been a broadcast engineer for thirty years, having started as a radio amateur in 1911. He joined WJZ in 1921 and has been with NBC since 1929.

Sir Robert, 1947 IRE Fellow

(Continued on Page 2)

Lemmon Makes Comment On FCC Investigation

Walter S. Lemmon, head of World Wide Broadcasting Corp., Friday, said that the proposed FCC inquiry into the operations and ownership of international radio stations WRUS, WRUX, WRUL, WRUW, and WRUA, all located at Scituate, Mass. was concerned with an application by

(Continued on Page 2)

Anniversary Party

George Frey, recently named director of television sales at NBC, was the guest of honor at a party celebrating the 25th anniversary of his association with the network, which was held Thursday night at the Rainbow room, RCA, building. Frey was presented with a watch by 50 of his NBC sales associates with Sid Eiges acting as emcee.

Nice Gesture

WTOP, Washington CBS affiliate, last Thursday night got an emergency call for a spot announcement asking for blood donations to save the life of an NBC television engineer ill at Gallinger Hospital. The CBS affiliate, canceling a station break, put the request on at 9:30 p.m., and within a matter of minutes received forty calls offering aid. One was from Connecticut.

Mutual Billings Rise; $3,800,000 Is Added

With the sale of three hours of new programs and renewals of two hours and forty-five minutes of commercial programming weekly, Mutual has added $3,800,000 in billings to the network, A. N. Hult, sales vice-president of MBS, announced Friday.

The American Federation of Labor, new to Mutual, and Miles Laboratories, now in its fifth year of association with the net, will each spend more than a million dollars in 1950.

The A. F. of L. begins sponsorship

(Continued on Page 2)

"Greatest Story" Honored By Freedom Foundations

Valley Forge, Pa.—A Freedom Foundations award for outstanding contribution to the American way of life went today to "The Greatest Story Ever Told," inspirational program sponsored by the Goodyear Tire & Rubber Co. on ABC. Second

(Continued on Page 5)

Stage Ready For Action Against Webs; Believe D. Of J. Will Prosecute In Spite Of FCC's Apathy

Washington Bureau of RADIO DAILY

Washington — With its investigative work already done, the Department of Justice now is marking time before proceeding with an all-out anti-trust battle against the three major networks. The FCC is reliably reported to have been cool to the idea of anti-trust action, but its own moves to

(Continued on Page 5)

Say Constitution Aids Religion-On-Radio

Washington Bureau of RADIO DAILY

Washington—The Constitution not only does not rule out, but it lends encouragement to, the establishment of a religious broadcasting service, the FCC was told Friday by the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas. These

(Continued on Page 8)

Southwest Station Reps Form New Association

Dallas—Newly formed Southwestern Association of Broadcast Representatives were hosts to over 100 advertisers, agency and station personnel at a special luncheon in the Baker Hotel last Thursday.

Recently formed SABR is composed of George Harding, Branham

(Continued on Page 2)

Benson Leaves Mutual; Was Nat. Sales Manager

George Benson, national sales manager of Mutual, resigned on Friday. Benson has been with Mutual for the past four years. Prior to then he was sales manager of the ABC web. No successor at Mutual is contemplated with Ade Hult taking over the department's activities.

Sedgwick Favors Can. Radio Changes

Toronto—Declaring that the Canadian Broadcasting System should be free from limitations which commercialism imposes, Harry Sedgwick, president and general manager of CFRB, Toronto, in an appearance before the Royal Commission on National Development on Arts, Letters and Sciences, suggested that the government network be devoted to public service programming.

Sedgwick's brief called for a di-

(Continued on Page 8)

'Whistler' Coast Rating Tops Nielsen Report

"The Whistler" was again the leader in Pacific Nielsen Ratings for September, with 16.8. "Lux Radio Theater" was second with 16.2, followed by "People Are Funny," "Ad-

(Continued on Page 5)

BAB Study Reveals Similarity Of Radio, TV Rate Practices

Shorter rate guarantee periods, higher charges for shorter program periods in relation to basic hourly rate and extra charges for studio use were among the major differences between TV and AM station rate practices revealed in a survey by the Broadcast Advertising Bureau and mailed to BAB members over the weekend.

Made at the request of the BAB-TV Standardization group, the study covers discounts, time classifications, relationship of rates for various program and announcement lengths, facilities charges, rate protection, agency commissions and related subjects. It reported a large degree of similarity between AM and TV rate customs.

The shorter rate guarantee periods, BAB said, reflect "the constant and rapid increase in the number of

(Continued on Page 7)

Thanksgiving Show

Mrs. Ralph Bunche, wife of the United Nations mediator, related the story of the first Thanksgiving to a group of children from other lands, on the CBS-TV religious series, "Lamp Unto My Feet," Sunday, Nov. 20 at 4:30-5:00 p.m., EST. The first Thanksgiving was portrayed in a 15-minute drama, which included an authentic Indian prayer.

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FINANCIAL

(*November* 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7¾	7½	7¾	+ ¼
Admiral Corp.	30	29⅝	29⅝	+ ¼
Am. Tel. & Tel.	146¼	146⅛	146¼	.....
CBS A	25¼	24¼	25¼	+ ⅝
CBS B	25¼	24½	25¼	.....
Philco	30½	29½	30½	+ 1
Philco Pfd.	83½	83	83½	+ 1½
RCA Common	12⅞	12⅜	12⅞	+ ½
RCA First Pfd.	73	73	73	— ⅛
Steward-Warner	11⅞	11⅞	11⅞	+ ⅛
Westinghouse	28½	27⅞	28½	+ ¾
Westinghouse Pfd.	102	102	102	+ ⅛
Zenith Radio	29⅜	28¼	29⅜	+ 1⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14⅝	14⅝	— ¼
Nat. Union Radio	2⅝	2½	2½	.....

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14¼	15¼
Stromberg-Carlson	13½	14¾
WCAO (Baltimore)	17	21
WJR (Detroit)	7¾	8¼

Southwest Station Reps Form New Association

(Continued from Page 1)

Agency; Frank Brim, Katz Agency; Howard Dunavan, Lone Star Chain; Buell Herman, Edward Petry and Co., Inc.; Clyde Melville, Taylor-Borroff, Inc.; Ken Sibson, Ra-Tel representatives, and Clarke Brown, Texas State Network, spot sales division. According to Paul Girard, Paul Girard Company, general chairman of the new group, the purpose of SABR is to further increase the effectiveness of spot radio and broaden the service scope of station reps.

Standing Committees Of NAB Cut To Nine

(Continued from Page 1)

Employer Relations Committee, Engineering Committee, FM Committee, Government Relations Committee, and Un-Affiliated Stations Committee.

On the Radio Committee and the Television Committee there will be nine members each, representing management, programming, sales, research, public affairs, standards and education.

The NAB president is authorized to appoint alternates, with two for each of the five-man bodies and three for the nine-member committee. The alternates will be former members of the committees.

The board also approved the appointment of an *ad hoc* board committee to outline rights and privileges of associate members of the NAB for district directors and others interested. This committee is to report at the board's February meeting at Phoenix, Ariz.

The *ad hoc* group is also to study and submit to the February meeting a recommendation on whether or not non-member stations and others should be made elegible to attend future district meetings and national conventions.

The Standards of Practice and Education Committee is to be known hereafter as the Standards and Education Committee.

Mutual Billings Rise, $3,800,000 Is Added

(Continued from Page 1)

of a five-a-week news program on January 2 over a coast-to-coast hookup and Miles Laboratories will continue its five-a-week sponsorship of "Queen For A Day."

Other new advertisers include the Hallicrafters Co. of Chicago which will sponsor "Hollywood Quiz" starting Dec. 10, and the Chamberlain Sales Corp. who will pick up the tab for "John B. Kennedy and the News" starting Dec. 24. Doubleday & Company, book publishers, will sponsor a six-day-a-week program starting January 2. Program details have not yet been worked out.

Other new deals include the Benjamin Moore Company's sponsorship of "Your Home Beautiful" starting in March.

"The Fishing And Hunting Club of the Air" has been renewed for sponsorship by the Mail Pouch Tobacco Company, and two religious programs have retained sponsorship; the Christian Reformed Church will continue "Back To God" for another 52 weeks and the Radio Bible Class will also stay for 52 weeks.

Sportscasters Honored

Cleveland — Jimmy Dudley and Jack Graney, who aired the Cleveland Indians games on WJW during the past season, have been given a special award by the Cleveland Junior Chamber of Commerce for "outstanding service to the community beyond the call of duty."

Lemmon Makes Comment On FCC Investigation

(Continued from Page 1)

World Wide for an FCC permit to boost the power of WRUW from 20,000 watts to 250,000 watts. He said that the stations had been relicensed on Sept. 30 at their present power level for a period of six months and that his organization had not applied for new licenses at this time.

FCC's Side Stated

In announcing the proposed inquiry into World Wide's operations, the FCC said that the stations had applied for license renewals and that before renewal action was taken it would hold hearings to determine:

1. The nature of non-Governmental program material.
2. If operations conform to international broadcasting regulations.
3. Whether the frequencies have been used for domestic broadcasts.
4. Whether the renewal applications contain "full and complete disclosures relative to the real party or parties in interest."
5. Whether the "persons in control . . . have correctly represented their monetary investments in the licensee corporation."
6. And the interrelationship of World Wide Broadcasting Corp.; Radio Industries Corp., a Lemmon Company, and the World Wide Broadcasting Foundation, a non-profit organization.

World Wide is the only one of seven international broadcasting licencees which has been developing its own program packages for beaming overseas, according to Mr. Lemmon. However, he continued, most of its broadcasting hours are devoted to Voice of America programs.

Guy Named President Of The IRE For 1950

(Continued from Page 1)

Award winner, is considered Britain's foremost radar authority.

Elected as IRE directors-at-large for the 1950-1951 term were William R. Hewlett, v-p of Hewlett Packard Company, and James W. McRae, director of electronics and television research of Bell Telephone Laboratories.

Regional directors who were elected include: in the North Atlantic Region, Prof. Herbert J. Reich, Yale Univ.; in the Central Atlantic Region, Prof. Ferdinand Hamburger, Jr., of Johns Hopkins; in the Central Region, John D. Reid, manager of research, Crosley Division of Avco Manufacturing Corp.; in the Pacific Region, Prof. Austin Eastman of the Univ. of Washington.

IRE has an international membership of 25,000. It was founded in 1912 to foster the advancement of theory and practice of radio and electronics.

Chase Visiting Europe

Cincinnati—Milton Chase, WLW news commentator, has begun a six-week tour of seven European countries to gather material for WLW broadcasts. He plans to visit England, France, Portugal, Spain, Italy, Germany, and Austria.



Be careful, Dobbin!

This little kitten could easily get hurt playing around the stable. But faithful old Dobbin takes great care to protect his tiny pal.

The best way you can take care of any sales problem in Baltimore is to put your advertising on W-I-T-H, the BIG independent that gives you a BIG plus audience. *In addition* to the biggest *home* audience at lowest cost in town, a survey supervised by the Johns Hopkins University proved that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

That's why W-I-T-H produces low-cost results. That's why W-I-T-H should be on *your* list! That's why you should get the whole W-I-T-H story from your Headley-Reed man today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



The

FARM STORY

a WWJ

daily feature

From 6:30 to 7:00, five mornings a week, farmers take time off from their chores to listen to John Merrifield, WWJ's capable farm editor. He not only presents weather news, market data, farm commentary, and other farm news of usual interest, but he has traveled more than 45,000 miles the past year through the prosperous farm areas of Michigan, Indiana and Ohio to make 159 transcribed and direct-wire broadcasts of unusual on-the-farm happenings.

To make "The Farm Story" the most listened-to and most authentic of all farm programs, John Merrifield has talked to several thousand farm people and farm leaders, visited numerous farm houses, attended fairs and expositions, cattle sales, etc. He has entertained almost 500 guests and experts, spoken before 26 farm organizations, sat in with more than 70 farm planning meetings and spent countless hours in research. And he has interviewed on his program a diversity of personalities that run the gamut from the Governor and State College specialists to farmers, their wives and their children.

"The Farm Story" is another example of why WWJ—The Detroit News is first in public service and first in public acceptance of its programs and the products advertised on it.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

CHICAGO

By HAL TATE

TONY WEITZEL, Chicago Daily News columnist, began a five-minute series on WBBM Monday, November 14. The show is heard Monday through Friday from 10:55 to 11:00 p.m. The new program will present the newswriter with informal stories of people and events in Chicago.

Chicago is now more famous for Fran Allison's dragon than for Mrs. O'Leary's cow, points out ABC singer Johnny Thompson.

Maestro "Hot Lips" Page proud of his new television set. It doesn't have the biggest picture, but it has the tallest repairman.

Four promotions in the production and engineering department of WMOR, Chicago FM, have been announced by president Bernard I. Miller. Jack Pitman, chief announcer, has been upped to assistant program director and Stephen Wood from continuity editor to program manager. Both men will assist program director Jules Pewowar. Robert Schakne, former PM and INS reporter, has been named acting news director. Frank Goldstein has been upped to assistant chief engineer under David B. Pivan.

Mr. and Mrs. Russell Stebbins are the parents of a son, Paul Michael. Mr. Stebbins is a member of the WBBM sales staff.

Mrs. Mary Rodenkirch has been promoted from the sales secretarial pool at WGN to the sales promotion department.

The Chicago area will soon have its first new AM station in several years. It will be WWCA, 1000-watt station on 1270 kilocycles located in Gary, Indiana. Dee A. Coe is president and general manager. Studios and offices will be located in the Hotel Gary. No plans have been made to date for Chicago studios. No representative has been appointed to date.

NAB Sets Bulk Prices For Engineering Book

In response to "heavy demand," bulk purchase prices for the NAB Engineering Handbook have been established by the National Association of Broadcasters.

Additional copies of the 700-page compendium of information, charts, tables and articles for broadcast engineers may be purchased by member stations and by individuals and firms not eligible for NAB active or associate membership at the following prices:

One to nine copies, delivered, $17.50 each; 10 to 20 copies, shipped to one address, $15.00 each; 20 or more copies, shipped to one address, $12.50 each; and 10 or more copies, F.O.B., NAB, Washington, $10 each.

Stations eligible for NAB active membership, but not members, and persons or firms eligible for associate membership, but not members, are not eligible for the Handbook.



Man About Manhattan. . . !

● ● ● Vice President Barkley's tribute to radio, TV and the press for consideration given him and his bride was one of the highlights of the NBC-TV coverage of Friday's wedding. . . . The 'veep' was most cooperative and the radio-TV returned the courtesy by doing a dignified, comprehensive reporting job. . . . Watch for a possible deal whereby Hooper takes over the operations of Broadcast Measurement Bureau under the supervision of the AAAA, ANA, and NAB. . . . Hooper has been interested for sometime in acquiring the audience measurement organization. . . . Radio and video megaphoners after the rights to Bob Sylvester's coming tome, "Second Oldest Profession," a newspaperman thriller and Bob's third effort. H'wood already has three bids in for it. . . . "Cavalcade of Stars," the Jack Carter Sat. nite TV opus, will also be visible Sundays at 6 over Channel 13 starting Dec. 4th. . . . Engineers studying the acoustics at the Ted Lewis apartment in preparation for projected "At Home" program on TV. . . . Herb Sheldon, whose first U-I film featurette, "You Don't Say," proved a click, will make several other film comedies along the same lines. . . . Jerry Cooper drew plenty of raves at the Philly opening of "Gentlemen Prefer Blondes." . . . Ben Gross, Daily News radio ed, will portray himself (which is pretty good casting) on Bob Monroe's "John Steele, Adventurer" over Mutual on the 22nd and WOR on the 28th.

☆ ☆ ☆ ☆

● ● ● When Lawrence E. Spivak, the editor-publisher and "Meet the Press" panel expert, was asked what three guests he'd most like to question, he selected Churchill, Stalin and Hirohito. Of Churchill: "Who was responsible for the sell-out of Poland to Stalin?" Of Stalin: "Why don't you trust the Russian people with a free press?" Of Hirohito: "Whose idea was Pearl Harbor, and what did Japan hope to accomplish by it?"

☆ ☆ ☆ ☆

● ● ● THEY SAY: Canceling war doubts is more important than war debts—Louis Nizer. . . . The Kaiser-Frazer "Name-the-Car" contest guarantees $100,000 to the Runyon Fund. Please help us find the Canswer!—Walter Winchell. . . . First official fall ratings indicate that the trend is away from radio's giveaways. It's estimated now that the giveaways are good for about another nine months—Cedric Adams. . . . The Government boys continue to be irked at Ed Gardner's legal method for evading income tax (by living in tax-free Puerto Rico). They haven't yet figured out how to collect some of his earnings, but they're still trying—Dorothy Kilgallen. I've worked Jolson up to where he is old enough to play himself—Larry Parks.

☆ ☆ ☆ ☆

● ● ● Bill Coffman, director of the East-West football game; Bernie Bierman of the U. of Minnesota; Tuss McLaughry of Dartmouth and Andy Kerr of Colgate, converging on N. Y. to pick the Eastern team, will make a number of radio and TV appearances over the Nov. 26th week-end. The East-West game, now in its 25th year, has raised nearly two million dollars for Shriners' hospitals.

☆ ☆ ☆ ☆

● ● ● OUR HAT'S OFF DEP'T: Lisa Kirk's debut on the RCA-Victor label with "Charley My Boy," backed by "Shame On You." . . . Sammy Kaye's Sunday Serenade via CBS. . . . Bobby Colt's vocals on WINS. . . . The musical score from Geo. Jessel's latest technicolor job, "Dancing in the Dark," due to open at the Roxy Dec. 2nd. . . . Smith-Fcley's new song click, "Up in the Balcony." . . . Ted Granik's moderating on "American Forum of the Air." . . . Ralph Young's disc jock & juke box-office click, "Azar," a Star record.

AGENCIES

JULES KOPP has been appointed chief art director of Erwin, Wasey & Company, Los Angeles, it was announced by Fred M. Jordan, executive vice-president in charge of the agency's West Coast operations. Kopp had formerly been associated with J. Walter Thompson, Campbell-Ewald and other advertising agencies. He also has been consulting art director for the Ford Motor Company.

MELCHOR GUZMAN CO., INC., has been appointed by Radio Programas Continental, network of the Republic of Panama, as its U. S. and Canadian representative.

STREET & FINNEY, INC. has been named by the Chattanooga Medicine Co., for its Cardui account, effective Jan. 1.

THE S. R. LEON CO., INC., has been appointed by Milton L. Ehrlich, Inc., housing development builder.

THOMAS O. HOPKINS, formerly with Kenneth Banghart Productions, has joined the radio department of the Branham Co., New York.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC., has signed for National Nielsen Radio Index Class "A" Service.

GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, the Post-Dispatch radio and television properties, has been elected secretary of the Better Business Bureau of St. Louis.

New Hooperatings Give CBS Four Leaders

The most recent release of Hooperatings gives CBS four of the first five positions, eight of the first ten ratings, and a total of twelve of the first seventeen. The release covers the period of Nov. 1-7.

CBS programs in the first four are "Lux Radio Theater," "Arthur Godfrey's Talent Scouts," "Jack Benny," and "My Friend Irma."

"Fibber McGee and Molly" took the number five spot for NBC and number six went to ABC for Walter Winchell. CBS took spots seven, eight, and nine with, respectively "Crime Photographer," Bing Crosby (Bob Hope was guest star), and "Suspense." "The Charlie McCarthy Show," CBS, was in position ten.

"F.B.I. in Peace and War," CBS, was rated eleventh, and NBC got the nod for twelfth, and thirteenth place with, respectively, Dennis Day, "The Bob Hope Show."

"People Are Funny," NBC; "Mr. and Mrs. North," CBS; "Amos and Andy," CBS; and "Mr. Keen, Tracer of Lost Persons," CBS, were rated fourteen, fifteen, sixteen and seventeen even though all four had the same rating of 14.7.

Of the twelve shows placed by CBS, seven were network packages.

Plans Of Gov't Laid For Anti-Trust Suit

(Continued from Page 1)

force the nets to comply with the chain broadcast rules, for instance, have been adjudged weak by Justice Department lawyers. Chairman Wayne Coy is said to have asked for additional funds in the coming fiscal year to police these rules, but the anti-trust lawyers feel that the Commission is hamstrung because it does not have licensing authority over the nets themselves.

As recently as the early part of this month Coy is said to have sought to discourage early filing of the suit. There is reason to believe that the notices several weeks ago that pending renewals of the owned-and-operated stations of ABC, CBS and NBC have been granted only temporarily were connected in some way with the Justice Department's reported anxiety to move in with a complaint.

Among the matters on which the anti-trust lawyers are said to be prepared to base their case are the essential similarity of network contracts with stations and with advertisers, the whole pattern of network-station relationships—including alleged network dictation of station time rates and availabilities, and spot sales by networks.

That the case has come as far as it has is evidence that the Justice Department clearly feels the chain broadcast rules have not succeeded.

Pressure for the burying of the case has been strong, but there is considerable Congressional support for the action. Among those said to be interested is Rep. Harry Sheppard of California, long a foe of the nets.

FCC Okays WKAQ Deal; P. R. Publisher Takes Over

San Juan, P.R.—FCC approval of the sale of WKAQ to the El Mundo Broadcasting Company by IT&T was announced here yesterday. Purchase price of WKAQ was reported to be $325,000. Angel Ramos, publisher of El Mundo, Puerto Rican daily newspaper, who has operated WEMB, will exploit the new station as "Radio El Mundo."

'Whistler' Coast Rating Tops Nielsen Report

(Continued from Page 1)

ventures of Sam Spade," and Burns & Allen.

The average rating for Nielsen's Pacific "Top Twenty" was 13.9, as compared with a 14.5 average rating for the "Top Twenty" group nationally.

Bernie Sobel Gagsters Guest

Bernie Sobel, editor of the Theater Handbook, will be guest tomorrow at the luncheon meeting of the Gag Writers Institute to be held at the Headquarters Restaurant.

★ THE WEEK IN RADIO ★

Board Revamps NAB Operations

PLANS to suspend operations of the Broadcast Measurement Bureau on December 31 except for servicing operations on the Second Study were announced after a meeting of the Bureau's executive committee. The decision to suspend was made unanimously by BMB's three component organizations — NAB, AAAA, and ANA. The NAB board of directors met a day later and administered the coup de grace to BMB, but voted to set up a new corporation to take over its assets and functions. The new organization will have the same tri-partite sponsorship. The board also voted to invite the FM Assn. to join NAB, and top FMA officials indicated that the offer probably would be accepted. . . . Jack Shelley, of WHO, Des Moines, was elected president of the National Assn. of Radio News Directors, succeding Sig Mickelson, as the NARND ended its annual convention in New York.

The day of "unseen radio buying" is over, Bob Dailey, radio director in McCann-Erickson's Cleveland office, told 121 station executives attending a two-day sales clinic in that city sponsored by the Ohio Assn. of Broadcasters. Among the types of information now required by agencies and advertisers eyeing the radio market, Dailey listed data on station coverage and popularity, program appeal, audience listening habits, audience types, composition, and loyalty, cost per listener, program promotion, and merchandising cooperation. . . . Hal Davis, publicity director of Kenyon & Eckhardt, New York, was named a vice-president of the agency. Two other K & E executives were upped to v-p's at the same time. . . . The Texas Company will sponsor the Metropolitan Opera's Saturday afternoon broadcasts on ABC for the tenth year starting Nov. 26.

Dean John E. Drewry of the University of Georgia announced that Jan. 9 is the deadline for entries in this year's Peabody Awards competition. Winners will be announced at a luncheon meeting of the Radio Executives Club of New York on May 4. Peabody Awards for outstanding television programs will be made this year for the first time.

The Gillette Safety Razor Co., announced plans for the radio and TV sponsorship over CBS and CBS-TV of the Rose Bowl game to be played at Pasadena, Cal., on Jan. 2. . . . The NAB is prepared to throw its full weight behind the fight to prevent local taxation of radio stations, General Counsel Don Petty said. This week the Association will file a brief as friend of the court to support the petition for re-hearing by KGHI and KARK, Little Rock, Ark. which have been carrying the ball in the legal battle against the $250 annual tax on stations and the $50 personal tax on time salesmen. The U. S. Supreme Court refused to reverse a State Supreme Court decision which had upheld the Little Rock city authorities who levied the taxes.

Benjamin Cohen, assistant secretary-general of the UN, paid tribute to "the outstanding coverage of United Nations during the past year by the broadcasters" at a luncheon in the Rainbow Room of the RCA Building, New York. Said Cohen, "Through this public service alone they have evidenced their dedication to the public interest, convenience."

WNEW, New York, 10-kw indie, was sold for a reported $2,000,000 to a new corporation headed by Bernice Judis, vice-president and general manager, and Ira Herbert, vice-president in charge of sales, in association with six Providence, R. I. businessmen. Arde Bulova and Milton Biow were major stockholders among the former owners of the station.

'Greatest Story' Wins Freedom AM Award

(Continued from Page 1)

place in the radio category was won by "Cavalcade of America," sponsored by the E. I. duPont de Nemours Co. on NBC.

The two program series were among some 200 American organizations, productions, and individuals which received cash awards and medals from the Freedoms Foundation in what will become an annual event. The award categories ranged from comic strips to sermons. The radio division prizes are $2,000 for first place and $750 for second place, plus a gold medal.

Joins CBS Radio Sales

Harold Davis has been appointed an account executive for CBS Radio Sales, effective immediately. Formerly assistant commercial manager for WCAU, CBS affiliate in Philadelphia, he replaces Edward Larkin, now with Radio Sales-Television.



you'll wish this trip to Los Angeles lasted longer!

A flight to Los Angeles on *"the Hollywood"* is a short one no matter how you look at it. Actually, you leave at noon and arrive at 8:30 p.m., stopping only at Chicago en route.

But the timetable is hard to believe. What with the superb service aloft, United's delightful hospitality (including delicious full-course meals), and the pleasant companionship of your fellow-passengers, the flight seems even shorter.

UNITED AIR LINES

Commission Asks FM Frequency Shifts

Washington Bureau of RADIO DAILY

Washington—A reshuffling of FM channel assignments in several areas was proposed by the FCC yesterday, with Philadelphia to lose three to Wilmington, which in turn gives up three other channels. The Commission explained that the changes are designed to cut down adjacent channel interference. December 19 is the deadline for comments on the proposed changes.

The changes call for frequency changes for three stations with two in Wilmington. These are WAMS-FM and WDEL-FM, moving respectively from Channel 241 to 243 and from 229 to 279. The third station required to shift would be WRFL, Winchester, Va., moving from 223 to 236.

The allocation changes proposed follows:

	CHANNELS	
GENERAL AREA	DELETE	ADD
Gadsden, Ala.	...	226
Ventura, Calif.	...	264
Bridgeport, Conn.	248	...
Coram, N. Y.	277	248
Wilmington, Del.	229, 241, 297	243, 279, 295
Philadelphia, Penn.	243, 279, 295	
Baltimore, Md.	294	293
Winchester, Va.	223	236
Frederick, Md.	268	260
Front Royal, Va.	236	...
Harrisburg, Pa.	259	...
Holyoke, Mass.	282	...
Keene, N. H.	300	282
Batavia, N. Y.	235	...
Bristol Center, N. Y.	...	236
Columbus, Neb.	...	268
Sunbury, Pa.	284	...
Concord, N. C.	243	...
Laurinburg, N. C.	...	243
Milwaukee, Wis.	251	255
Madison, Wis.	255	251

AM Radio Business Reported Good By CKLW

Detroit—Ted Campeau, president of CKLW, Detroit and Windsor, says that "AM radio is far from being on the way out," and cites sales figures to prove it. CKLW's business, Campeau disclosed "is 28 per cent of a year ago, and both local and national commitments already made for 1950 point to a banner year."

He added: "The recent sharp upturn in retail sales of AM sets in the Detroit area ties in perfectly with our own station's business increase. It proves that both advertisers and listeners are accepting AM broadcasting as the mass-appeal medium for a long time to come."

Use Telephone Technique

Making use of the beep telephone conversation technique in the broadcasting of election returns, Lou Frankel, public relations director of WFDR, New York, FM station, was able to rebroadcast telephone reports on election results furnished by nine radio stations in upstate New York. Frankel made arrangements last Tuesday night for pick-ups from the upstate broadcasters at 8:30, 9:30 and 10:30 p.m.

PICTURE OF THE WEEK



(Photo by Sy Friedman, NBC Television)

This photograph of Vice-President Barkley and his new wife at their wedding reception was made off an NBC television screen in New York City. The cameras of NBC's St. Louis affiliate KSD-TV, picked up the event from the time (11:45 a.m., EST) the Veep and his bride arrived at the church until the wedding luncheon, at the home of Mrs. T. M. Sayman, began, 1 p.m., EST.

Tito Named By Mutual To Production Post

Rocco L. Tito, former CBS producer-director, has joined Mutual as assistant director of production, it has been announced by William Fineshriber, v-p in charge of programs.

Started in 1929

Tito entered radio in 1929 as a CBS staff announcer. He later became an associate director of several CBS shows including "Let's Pretend," "Crime Photographer," "Strike It Rich," and the Norman Corwin series.

Takes WNAX Sales Post

Robert B. Donavan, sales promotion manager for WNAX, Yankton-Sioux City, has been moved to the sales department of the same station. Moving into Donavan's spot as department manager is Dick Harris. Donavan has been with WNAX for 18 months. He was formerly with WLS, Chicago, as assistant promotion manager. He will be located in Sioux City.

Kid Show Rating High

"Straight Arrow," over Mutual, is the first children's radio program to be given a top ten rating in daytime listening by the Nielsen Radio Index, recent figures released reveal. Mutual claims one reason for the high rating is large amount of coin spent this year in promotion and publicity aimed at the kids. Show is sponsored three times a week by the National Biscuit Company for its cereal products.

Seven 52-Week Contracts Added To WHLI's Roster

Four new and three renewal contracts, all for 52-week periods, were signed between Long Island advertisers and WHLI & WHLI-FM, Hempstead, L. I., during the last two weeks of October, it was announced last week by Joseph A. Lenn, v-p in charge of sales at the station.

New Deals Listed

The new deals were: Apparel Shop, Inc., of Hempstead, for four 10-minute programs weekly, 9:35 to 9:45 a.m., on "Rendezvous With Romance"; Coronet Cleaners, Inc., of Glen Cove, Levittown, West Hempstead and Hempstead, for four 10-minute programs weekly, Tuesdays, Thursdays and Saturdays, 8:05 to 8:15 a.m., on "Commuters' Time" and Sunday, 10:35 to 10:45 p.m., on "Melody Caravan"; Monarch-Spahn Co., Inc., of Manhattan, with stores on Long Island, seven 15-minute programs weekly, 3:00 to 3:15 p.m., on "Musical Playhouse," and Wayside Bedding of West Hempstead for three 10-minute programs weekly, 8:35 to 8:45 a.m., on "Commuters' Time."

Renewal contracts included three 52-week agreements with the Mineola Rug and Carpet Co., four 10-minute programs weekly, 2:35 to 2:45 p.m., on "Music That Lives"; Hempstead Bank for six five-minute newscasts weekly, 8:00 to 8:05 a.m., and Second National Bank and Trust Co. of Hempstead for seven 15-minute programs weekly, 3:45 to 4 p.m., on "Musical Playhouse."

The Long Island Lighting Co. renewed for another 13 weeks its sponsorship of "This Is Your Long Island," Mondays through Fridays, 10:45 to 11 a.m., for familiar music and notes on points of historic interest on Long Island.

New Spot Business

New spot business included The Frock and Bonnett Shoppe of Hempstead, King Kullen Grocery Co. of Jamaica with stores throughout Long Island, Nassau Bicycle Exchange of Mineola and the New York Times.

TV Set Manufacturers Using Co-op Air Time

A spot check survey of ten major television receiver manufacturers conducted last week by RADIO DAILY revealed that paid radio time to promote the sales of TV sets was being bought either on a cooperative (manufacturer and dealer splitting the nut) basis or by dealers who lumped TV products in with other merchandise being pushed. The general consensus of manufacturers' ad chief's opinion was that the greater part of the money being spent was going to local stations.

Heavy coin, however, was going into TV advertising on a national basis, it was ascertained, and several manufacturers admitted mulling plans for even greater radio and TV time expenditures during the coming year.

Some Cut TV Commercials

Several manufacturers, already sponsoring network AM programs for their other products, are cutting TV commercials into the regular show in cities with TV facilities.

One exception to what seems to be the general rule in the industry is Pilot Radio who recently bought the Lyle Van 11 p.m. news over WOR to plug its anniversary television receiver. Pilot also uses spots over WQXR.

Bogert Named Vice-Pres., Of Hooper Organization

C. E. Hooper Inc. has announced the election of John Lyman Bogert as vice-president and technical director. Bogert, who joined the Hooper firm last April, began his advertising career in 1920 as director of sales and advertising for the Waltham Watch Co. At one time he was director of market research for Lever Brothers.

Hughes Resigns Post

Lawrence M. Hughes has resigned as editor of Sponsor magazine effective December 31st. Hughes succeeded Joe Koehler to the post two months ago and was formerly associated with the trade paper Advertising Age.

Coincident with the announcement, Norman Glenn, editor-publisher of Sponsor, announced three additions to the publication's staff. Ellen Davis has been named managing editor and two new senior editors, Hope Beauchamp and Irv Marder have been added.

TELEVISION DAILY

Section of RADIO DAILY, Monday, November 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

BAB SURVEYS RATE PRACTICES

TELE TOPICS

THE WEEK'S WASH: As part of its holiday promotion, Ronson will simulcast "Twenty Questions" over the NBC-TV web, WOR-TV and the Mutual AM hookup for five weeks beginning Nov. 26. Program is aired Saturdays, 8 p.m. Grey agency handles the account. . . . Chevrolet Dealers in Boston are really going all-out in TV. Already bankrolling all 35 home games of the Bruins pro hockey team over WBZ-TV, the group has just signed with the station for a five-a-week quarter-hour variety show. The dealers sponsored Braves and Red Sox baseball over the Westinghouse outlet last season and will repeat next year. . . . WCAU-TV has upped its local class A hourly rate to $700. Its CBS network rate is $1,000.

●

THE NOTRE DAME-NORTH CAROLINA clash last week walked all over its TV competition according to a special Hooper survey. Carried by Du Mont, the game had a rating of 22.2, with 75.1 share of audience. Army-Penn game on NBC was rated 5.5; "Of Human Interest," a film on WATV, had 1.1, and the Navy-Columbia contest on CBS had 0.8. Total sets-in-use in combined AM-TV homes was 34.7 per cent, with video accounting for 29.6 per cent. . . . The Henry Souvaine office, which has been producing intermission features for the ABC Saturday afternoon airings of the Met for the past nine years, will perform a similar chore at tonite's coverage, supervising the pre-curtain and two intermission pickups.

●

A WEEKLY nite-time half-hour will be made available by WOR-TV early next year to agencies and package firms as a showcase for new programs. Julius Seebach, station's program veepee is looking for a sizeable number, so that "when we start we shall have lined up enough acceptable programs to assure the continuance of the series." . . . New issue of Look mag, out tomorrow, applauds Dr. Allen B. Du Mont as the "Father Of Television." The bit about him is placed next to one about Paul Douglas, former CBS announcer. . . . Allardale Productions has completed four films in a projected series of 26 featuring Ken Niles and titled "Hollywood Startime."

●

TWO DAILY RACES at Bowie will be aired by WNBW, beginning today, for Gunther Brewing Co., through Ruthrauff & Ryan. Station, owned by NBC, will feed the races to WAAM, ABC affiliate in Baltimore, which carries a daily afternoon sports show for Gunther. . . . Pathe Cine is introducing a 16mm. camera "designed to fill the needs" of TV films. Priced under $400 and weighing less than five pounds, camera has a full frame focus which permits viewing the picture through the lens while shooting.

Comparative Testing Begins Today In D. C.

Washington Bureau of RADIO DAILY

Washington—Comparative demonstrations of RCA and CBS color and DuMont black-and-white TV will get under way before the FCC today and will continue through tomorrow.

The Commission at the weekend announced the schedule of program material to be scanned. Included are wrestling, boxing, interviews, advertising scenes, chorus singing, variety shows, puppet shows, cooking instructions, flower arrangements and numerous other types of presentations.

To Resume In February

The demonstrations will conclude the initial phase of the Commission's color hearings, which will be resumed in February with demonstrations of the Color Television, Inc., system and additional comparative tests.

Automotive Firms Heavy In Newsreel Sponsorship

Sponsorship of the Telenews-INS weekly newsreel over WHEN, Syracuse, by two local Chevrolet dealers brings to nine the number of markets in which the reel is sponsored by an automotive firm. The others are Detroit, Los Angeles, Minneapolis, New York, Omaha, Schenectady, San Diego and Toledo.

Exploitation

About 3,000,000 children and their parents are expected to see NBC puppet star "Howdy Doody" who will be featured in three Thanksgiving Day parades In the Gimbels parade in Philadelphia, Bob Smith will lead the procession in an open car followed by floats picturing the show's cast. New York's Macy parade will feature a 13½-foot replica of the puppet, while Clarabell, the show's clown, will lead the Bamberger parade in Newark.

Bloomington, Ind. Is Smallest TV City

Bloomington, Indiana — Pride in bigness is an American trait. Thus when a community takes pride in lack of bigness, it's news.

That's the case with Bloomington, a city of 7,300 families, which is proudly claiming to be the smallest city in the nation with a TV station.

The outlet, WTTV, is owned and operated by Sarkes and Mary Tarzian and has been on the air since Armistice Day.

Although WTTV was the first in the state to apply for a video license, it followed WFBM-TV, Indianapolis, into operation because chief engineer Morton Weigel and his staff made most of the major equipment used in setting up the station.

The Week In Television

TV Authority Voted Into Existence By 4-A's

International board of the 4-A's voted into existence Television Authority, an overall group to represent talent in the TV field. Five eastern unions approved the measure, which was opposed by the two film guilds. The step was taken "with the express understanding" that TVA would "mediate all matters that may be in dispute with" the western unions. . . . FCC said it will grant no more okays for TV relay for "non-experimental exhibition purposes," thus cutting off use of channels for theaters until action on applications for frequencies by several movie groups. . . . Madison Square Garden peddling three winter sports packages without success, because of price tags said to be excessively high by both stations and advertisers. . . . Plans are being formulated for construction, atop Empire State Bldg., of a master transmitter antenna mast which could accommodate all stations in the N. Y. area. Only two outlets, WCBS-TV and WOR-TV, are believed definitely not interested in the project. . . . Great Britain was drawn into the war between RCA and CBS when Dr. Peter Goldmark returned from London and announced that BBC would begin experiments with the CBS color system. RCA then released a statement by a BBC topper to the effect that Britain was equally interested in all systems and that no arrangements had been made. Goldmark immediately retaliated with the statement that "RCA is again attempting to ride CBS' coattails in color television."

Reveals Similarity Between TV, AM Rate Cards

(Continued from Page 1)

sets served." Six months is the most frequently accepted rate protection period in TV, the report said, although considerable variation does result from different methods of measuring the six months. Largest group of stations guarantees rates from the date notice is given of an impending change, while the second of the two largest groups protects only for six months from the date the series contracted for actually begins.

Short Periods Come Higher

Also noted was a tendency among TV outlets to charge more for shorter program periods in relation to their basic hourly rate than the generally accepted ratio in radio. Most TV stations find it necessary to charge 25 per cent of their basic hourly rate for five minute segments, for example, while 20 per cent is the radio recommendation of NAB. For longer periods of time, however, the ratios tend to be identical.

Only nine of the 75 stations whose rate cards were studied do not make any extra charge for use of their studio or film projection facilities unless an abnormal amount of rehearsal time is required. Largest group, 37 stations, make no charge for film projection facilities but do charge extra for live studio shows.

The study was done by Charles A. Baston, assistant director of BAB for tele.

Members Listed

Members of the standardization group are Eugene Thomas, WOIC, Washington, chairman; Arthur Gerbel, Jr., KJR, Seattle; Henry W. Slavick, WMCT, Memphis; E. K. Jett, WMAR-TV, Baltimore; Louis Pead, WDSU-TV, New Orleans; John E. Surrick, WFIL-TV, Philadelphia; James T. Milne, WNHC-TV, New Haven; George W. Harvey, WGN-TV, Chicago; E. Y. Flanigan, WSPD-TV, Toledo; William B. Ryan, KFI-TV, Los Angeles; George Moskovics, CBS; James V. McConnell, NBC; Harold L. Morgan, ABC; Edward Codel, Katz Agency; William H. Weldon, Blair TV; Russel Woodward, Free and Peters, and Henry I. Christal, Edward Petry.

WBNS-TV Sells Hoop Sked

Columbus, Ohio — David Davies Packing Co. has signed with WBNS-TV for sponsorship of Ohio State University's home basketball schedule of ten games. Marty DeVictor will be behind the mike.

Sedgwick Favors Can. Radio Changes

(Continued from Page 1)

vorcement of government radio and private broadcasting to the extent that CBC operations would be cultural and educational and other private radio enterprise in Canada would take over commercial broadcasting.



SEDGWICK

Commenting on the advantages of separating the CBC from commercial radio, Sedgwick summed up his belief as follows:

(a) "It is the type of activity they were originally designed to perform;

(b) "They can devote their time and staff to the development of distinctively Canadian talent and programmes;

(c) "It will avoid the everlasting criticism from people who like to listen to their radio free from all commercialism;

(d) "Private stations will be put on their toes in an endeavour to measure up to the type of non-commercial public service broadcasting originated by the CBC;

(e) "The continuous friction between the private stations and CBC will disappear;

(f) "As has been said the CBC has a capable staff and they should not be hampered by the limitations imposed by the advertising business."

Wants Indies Free

The Toronto broadcaster said he concurred with the proposal of other Canadian broadcasters "that independent radio stations should be completely free from control and regulation by the Canadian Broadcasting Corporation."

Turning to television he said: "In my view television is a part of broadcasting and TV channels should be made available to broadcasters as soon as possible in order to ensure that Canada does not lose any part of its position on the TV spectrum."

KCMO-FM, Kansas City, Testing Transit Radio

Kansas City, Mo.—Details of a Transit Radio test being conducted by KCMO-FM, Kansas City, in conjunction with the Kansas City Public Service Co., have been disclosed by E. K. Hartenbower, general manager of KCMO and KCMO-FM.

The test started Nov. 1, and is to continue for 30 to 60 days. Thirty motor busses, trolley busses, and other vehicles have been equipped with FM receivers for the test. KCMO-FM will air background music from 6 a.m. to 7 p.m., Monday through Saturday, with news every half-hour.

COAST-TO-COAST

WKAP Building Under Way

Allentown, Pa.—WKAP, 1000-watt independent, has started construction on its new building on North Seventh Street here. The building will be a $35,000 structure with studios and transmitter combined. Broadcasting is scheduled to start from the new building in March of 1950.

Ball Pro Joins KXOK Staff

St. Louis, Mo.—Ken Johnson, left-handed pitcher for the St. Louis Cardinals, has joined the sales staff of KXOK-FM, the Transit Radio station. Johnson, like many other Cardinal players, has made his home in St. Louis, although he is originally from Topeka, Kansas.

"Homicide" Program On KFWB

Hollywood, Calif.—The subject of "homicide" was discussed on the special Police Dept. show "On The Beat" heard recently over KFWB. A typical homicide policeman and his duties were described. The Police Band under the direction of Edmond Burr, also took part in the program.

KITE Has School Room Program

San Antonio, Tex.—The Junior League is sponsoring the transcribed series "Books Bring Adventure" over station KITE each Thursday afternoon. Programs are aired for special in school listening for children in the 8 to 14 age groups.

Football Banquet On WHBC

Canton, Ohio—Jim Muzzy has done 20 play-by-play scholastic football broadcasts this season for the Sugardale Provision Company in that city. Marking the close of the football season will be the fifth Annual WHBC Football Award Dinner, Tuesday, November 22, at which time the outstanding players will be honored and recognized.

Midnight Disc Show For WTTM

Trenton, N. J.—WTTM extended its 7:00 a.m. to midnight shift by one hour, recently, with the addition of a 60-minute disc-show running up to 1:00 a.m. This new show, "Sepia Express," will be jockeyed by Kid Swingster, well-known Negro radio and nightclub personality.

New WNLK Series Schedule

Norwalk, Conn.—A "Know Your School" series of programs will be given over WNLK every Thursday night from 9 to 9:30 effective December 1. The programs will be in the form of interviews by Nora Walker with members of the Board of Education, school officials, teachers, parents and members of the teachers' union.

WHHT Add Members

Durham, N. C. — Bob Yongue, sports editor; Don Lloyd, announcer; Bob Byrd, vocalist and platter spinner, and Bernard Baker, disc jockey, are the new members of the WHHT staff.

KGVO Construction Under Way

Missoula, Mont. — Construction work on KGVO's new transmitter location now in third week of progress. Bases have been poured for the two new towers and the contractor has already started construction work. Construction cost will approximate $75,000.

Baron At New Post

Albany, N. Y.—Paul Baron, who joined WOKO as promotion manager and continuity editor in April of this year, has been appointed program manager. He was formerly with WHUC, Hudson, N. Y., and KFMB, San Diego, Calif. in the same capacity.

WLLH Fifteenth Celebration

Lowell, Mass. — Radio stations WLLH of Lawrence and Lowell celebrated their 15th birthday recently. Originally WLEY in Lexington, WLLH moved to Lowell in October of 1934, and since that time, with local service and programs their aim, they have continually increased both their service and coverage.

Joins WABI Staff

Bangor, Maine—Milton Chapman, former senior account executive at WPOR, Portland, has joined the sales staff at WABI in Bangor. This is the third edition in a month to this 5,000 watter which is awaiting FCC approval of new ownership by Maine's ex-Governor Horace Hildreth and Murray Carpenter, WPOR's ex-president and general manager.

KSL Sponsor Contest

Salt Lake City, Utah—The third annual "Voice of Democracy" contest, enabling high school students to express their views on the American way of life, was conducted recently by the Junior Chamber of Commerce and KSL. In order to spark interest in the contest through the whole inter-mountain area, KSL ran spot announcements urging students to enter.

WBT Man Honored

Charlotte, N. C.——Grady Cole, commentator and early morning humorist of WBT, will be honored by the citizens of Alexander County, N. C., upon completion of their new hospital in Taylorsville. A room in the hospital will be named after Cole, who has worked diligently for months helping raise $100,000 through public donations to pay for the hospital.

Bible Series Set

Norwalk, Conn.—A talk on the Book of Job, Nov. 21, to be given by the Rev. Paul Schade of the Community Baptist Church, will initiate the WNLK series of 12 broadcasts on "The Bible as Literature." The broadcasts have been organized in co-operation with the Norwalk Ministerial Association and will be given every Monday night from 9 to 9:30.

Say Constitution Aids Religion-On-Radio

(Continued from Page 1)

two groups have applied for permission to construct a series of low-powered non-commercial FM stations. Hearing has been ordered by the FCC on Constitutional grounds.

Methods of advancing the cause of religion are actually entitled to preferential treatment under the First Amendment, attorneys Leonard Marks and Bernard Koteen said for the Baptists. They argued that "the free exercise" of religion, as set forth in the First Amendment, "is in a preferred position and must therefore be afforded every opportunity to fullest expression."

Radio channels must therefore "be made available to religious groups to further the purposes of the First Amendment, in the absence of contrary compelling considerations" they argued. They quoted from the Commission's controversial Scott decision—which declared the right of atheist Robert Harold Scott to seek time to answer attacks upon atheism—the statement that "freedom of speech can be effectively denied by denying access to the public means of making expression effective—whether public streets, parks, meeting halls or the radio—as by legal restraints or punishment of the speaker."

In other parts of the lengthy brief filed Friday, they pointed to mailing preferences, draft law preferences, travel exemptions, social security exemptions, tax exemptions and various other means whereby the Government constantly aids religious institutions. Included also was a list of AM and FM stations licensed to religious groups. The point was made that if it is unconstitutional to grant the Baptist applications, then the licenses of other stations owned by religious groups should be withdrawn.

WLW Plans Xmas Shows

Two Christmas programs from Europe will be broadcast over WLW by a Cincinnati woman visiting shrines in Europe. Mrs. Toni Merland will prepare the programs for WLW's Special Broadcast Services department. She plans to visit shrines in France, Portugal, Spain and Italy, stopping in Rome for the opening of Holy Year on Christmas Eve. Mrs. Merland will prepare the two WLW programs from her observations of Christmas activity in European countries.

Roller Derby On ABC

"The Roller Derby," featuring descriptions of roller skating at armories in New York and Philadelphia, will be aired as a special ABC feature on four successive Monday nights starting Nov. 21, 10:30-11 p.m. Joe Hasel and Ken Neidl, who have been handling the commentary on ABC's "Roller Derby" telecasts, will do the same for the radio version.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 34 NEW YORK, TUESDAY, NOVEMBER 22, 1949 TEN CENTS

SPECIAL THANKSGIVING PROGRAMS SET

Home-Set Production Six Million For 10 Mo.

Washington Bureau of RADIO DAILY

Washington—Total U.S. production of AM and AM-FM home receivers probably exceeded six million in the first 10 months of 1949, production figures released at the week-end show.

A total of 4,983,456 AM-only sets was reported for RMA members alone, along with 666,352 FM-AM and FM-only. There was no breakdown on these, but it is likely that the vast majority of these sets con-

(Continued on Page 6)

Coast Spot Campaign Set For "Battleground"

West Coast Bureau of RADIO DAILY

Hollywood—M.G.M's West Coast premiere of "Battleground" at the new Egyptian on Dec. 1, will be ballyhooed by 300 spot announcements over eighteen local stations between now and opening day, it was announced yesterday. M-G-M considers radio ad expenditures to herald this opening as being one of its "heaviest radio campaigns in years." "Battleground" received a similar radio build-up for the New York opening.

Miller Brewery Extends Contract On Welk Show

The Miller Brewing Company of Milwaukee has signed a 26-week contract extending its sponsorship of the Lawrence Welk Show heard Wednesday nights from 10 to 10:30 p.m., EST. Program has been sponsored by the brewery since June 1, 1949. Pieterson-Dunlap Associates, Inc., of Milwaukee, Wisc., is the agency.

Launch Campaign

The 1949 Christmas Seal campaign in Nassau County was launched yesterday by WOR's John Gambling and Mrs. Theodore Streibert, chairman of the local campaign, in a broadcast over WHLI and WHLI-FM in Hempstead, Long Island. The program was the first in a series telling the story of the Christmas Seal.

Pioneer Poller

Carl Haverlin, president of BMI, Inc., and chairman of the membership committee of Radio Pioneers, yesterday credited RADIO DAILY with recruiting 15 new members for the Pioneers. He said that publication of a story on the Pioneers membership drive last Thursday brought a long distance phone call from Jack Weldon, WWOD, Lynchburg, Va., on Friday and a wire from Howard E. Fill, sales manager of WSFA, Montgomery, Ala. Other new members came in by phone call and mail and all referred to the RADIO DAILY article.

Radio Farm Directors To Meet In Chicago

Chicago—Approximately 250 radio farm executives are expected to attend the sixth annual meeting of the National Association of Radio Farm Directors which will be held here at the Stevens Hotel next Saturday and Sunday (Nov. 26 and 27).

The two-day session will get under way with a noon luncheon on Saturday. True D. Morse, president of the Doane Agricultural Service,

(Continued on Page 2)

Pratt Named President Of Michigan Broadcasters

Lansing, Mich.—Stanley Pratt, president and general manager of WSOO, Sault Ste Marie, has been elected president of the Michigan Association of Broadcasters, succeed-

(Continued on Page 3)

Radio And TV Broadcasters Schedule Holiday Programs In Observance Of Thanksgiving Day

The four major networks have planned extensive special Thanksgiving Day programming to be broadcast this week. Several of the webs kicked-off on Sunday night and program departments and special events rooms have lined up an array of airers emanating from New York,

(Continued on Page 6)

Church Group Plans TV-Film Programs

Syracuse, N. Y.—Plans of the Protestant Radio Commission, representing the major communions and denominations in the country, for production of live and film TV programs at a budget of one million dollars were revealed here over the weekend by the Rev. Everett C. Parker, director of the group.

Addressing 15 national church representatives attending a week's TV workshop at WHEN, Rev.

(Continued on Page 7)

Leisure Heads AFRA Local in San Francisco

San Francisco—Clarence Leisure of KNBC has been elected president of the San Francisco Local of the American Federation of Radio Artists. First vice-president of the

(Continued on Page 2)

NBC Salutes WIS On Opening Of Studios

Columbia, S. C.—A host of NBC talent paid tribute over last week-end and on Monday to station WIS—WIS-FM to commemorate the opening of the station's new studio

(Continued on Page 3)

Publishers Seeking Facsimile Rights

Toronto — Canada's newspaper publishers yesterday claimed a right of first-choice in the development of facsimile broadcasting, a process by which "printed" news can be brought into the home without the use of printing presses or carrier-boys.

The claim was made during discussion of a brief presented the Royal Commission on National De-

(Continued on Page 3)

New Regulatory Body Urged For Canada

Calgary — A separate regulatory body to license and regulate Canadian radio was urged over the week-end in a brief submitted to the Royal Commission on Arts, Letters and Sciences.

The brief was submitted by the

(Continued on Page 2)

Seven Broadcasters Share In Amer. Freedom Awards

Valley Forge, Pa.—Presentation of radio awards to networks, stations and individuals highlighted first annual Freedoms Foundation Day with General Dwight D. Eisenhower making the American Freedom awards at historic Valley Forge.

The first award for network programming went to ABC for "The Greatest Story Ever Told" with NBC's Cavalcade of America taking second place. These awards were reported in Friday's RADIO DAILY.

Third award went to George (Bon Bon) Tunnell of WDAS, Philadelphia, for having "spoken up for freedom" in such ways as to contribute to preserving and strengthening the American way of life and principles for which it stands. Tunnell, a Negro disc jockey, presents "The Bon Bon Show" on WDAS

(Continued on Page 3)

Gratitude

Sydney Mahler, the Brooklyn baker who hit the jackpot by naming the Mystery Melody on "Stop the Music" over ABC two weeks ago, showed up at the network Sunday with two big cakes, one for the network decorated with the words "Thanks for Calling" and the other inscribed "Thank You Walter," for Winchell, giver of the clue.

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(*November 21*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 5/8	7 5/8	— 1/4
Admiral Corp.	15	14 7/8	14 7/8	
Am. Tel. & Tel.	146 3/8	146 1/4	146 3/8	+ 1/8
CBS A	25 1/8	24 3/4	25	— 3/8
CBS B	25	25	25	— 1/4
Philco	30 3/4	29 7/8	30	— 3/8
Philco pfd.	82 3/4	82 3/4	82 3/4	— 3/4
RCA Common	13	12 5/8	12 3/4	— 1/8
RCA 1st pfd.	73 1/4	72 5/8	72 5/8	— 3/8
Stewart-Warner	12 1/4	12	12	— 1/8
Westinghouse	28 3/8	27 7/8	27 7/8	— 1/2
Westinghouse pfd.	101	100 5/8	101	+ 5/8
Zenith Radio	29 1/8	29	29	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 7/8	14 7/8	14 7/8	
Nat. Union Radio	2 5/8	2 5/8	2 5/8	

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	13 3/4	15

WFDF SALES STAFF SETS SALES RECORD

Flint, Michigan—Lester W. Lindow, Gen. Mgr. WFDF, announced sales staff had established a new kind of sales record by selling four special Christmas shows within four hours after receipt of program platters from Cardinal Company in Hollywood.

Lindow pointed out the shows, custom-built by Cardinal for local release as "radio Christmas cards," are normally pitched at various sponsors to pro-rate cost, but flat package cost of $20.00 established by Cardinal for all markets made it possible to unload shows in one sales swoop.

Tagged "Xmas-4," the shows feature a number of headliners, marking first time some have appeared in this type quarter-hour stanza.

CLARK DENNIS, Capitol Records artist, appears in a "Musical Christmas Tree"; THE MODERNAIRES, heard regularly over "Club Fifteen" are featured in a "Musical Sleigh Ride"; MARVIN MILLER, noted narrator-actor-anner., in a dramatization of The Nativity; and ART BAKER with "Christmas Stories."

Last minute orders for the package, slanted for Christmas week, are available Cardinal Co., 6000 Sunset, Hollywood, Calif.

Adv.

Radio Farm Directors Will Meet In Chicago

(Continued from Page 1)

St. Louis, will discuss "The Economic Outlook for Agriculture in 1950."

Television will occupy a prominent part in the agenda. The Saturday afternoon session will deal with "practical RFD Television," with Mal Hansen, farm director of WOW, Omaha, serving as chairman. The group will view a televised presentation from the International Livestock Exposition and offer critical discussion afterward. In addition, farm directors Bill Givens, WGY; Layne Beaty, WBAP; and Tom Page, WNBC, will join Maynard Speece, of the United States Department of Agriculture's radio and television information service, in reports of rural TV projects and problems.

Will Elect Officers

Officers for the new year will also be elected during the farm confab. Present officers are: Wallace Kadderly, KGW, Portland, Oregon, president; Gordon Louden, Agricultural Extension Service, Louisiana State University, Baton Rouge, vice-president; and Phil Alampi, WJZ, New York, secretary-treasurer. Paul Visser of the NBC Agricultural Department, is general program chairman for this year's convention.

Maurice B. Mitchell, director of the Broadcast Advertising Bureau, will discuss "Farm Programs for Advertisers" Saturday night.

Panel Discussions Planned

Two panel discussions are set for Sunday afternoon. From 2:00 to 3:00 p.m., Roy Battles, farm director of WLW, will moderate a panel on "Selling Farm Programs." Panel members include Joseph G. Bumgarner, agricultural account executive, E. H. Brown, advertising agency, Chicago; Lew Van Nostrand, sales manager, WMT, Cedar Rapids, Iowa; Lowell Watts, farm director, KLZ, Denver; and Leo Olsen, Dekalb Agricultural Association, DeKalb, Illinois.

The second panel, from 3:00 to 4:00 p.m., will be under the direction of Charles Worcester, farm service director, WMT, Cedar Rapids. Joining Worcester in discussing "Servicing the Farm Program and Keeping It Sold" will be: Charles N. Karr, sales promotion manager, tractor division, Allis-Chalmers Mfg. Co., Milwaukee; Ross Wallace, Wallace Advertising Agency, Des Moines; Don Sullivan, commercial manager, WNAX, Yankton, South Dakota; and John C. Drake, sales promotion and publicity director for WLS, Chicago.

Sam Schneider, farm director at KVOO, Tulsa, will be in charge of a general summation and group discussion following the two panel meetings.

Dr. Kenneth McFarland, superintendent of the public schools of Topeka, Kansas, will be the featured speaker at the annual banquet Sunday night which will wind up the two-day affair. Larry Haeg, farm director of WCCO, Minneapolis, will serve as toastmaster.

Leisure Heads AFRA Local in San Francisco

(Continued from Page 1)

local until October 31, 1950, will be Bert Buzzini of KCBS.

Jim Moore of KGO fills the position of second vice-president and Ken Langley is the new recording secretary. NBC singing star Bill Gavin was re-elected treasurer for a third time.

Mutual Rep. Covers Rescue Of Army Flyers

Edythe J. Messerand, Assistant Director of News and Special Features at WOR, in Bermuda on another assignment, got a break in covering the arrival in Bermuda of the eighteen long sought survivors of the B-29 which ditched in angry Atlantic waters last week. The webs were mostly obliged to fly in newsmen with recording equipment to cover the story and get interviews with the airmen. All webs, however, covered the story for either radio or TV, or both.

Mutual Co-op Grows

Bert J. Hauser, Director of Co-Op Sales, MBS, announced yesterday that Marvin Miller's "Behind The Story," originating in Hollywood and on the air since mid-September, has already picked up bankrollers on 136 Mutual stations including the Don Lee and Yankee networks and CKO. Detroit and WGN, Chicago.

New Regulatory Body Urged For Canada

(Continued from Page 1)

All-Canada Mutually-Operated Radio Stations and presented by H. R. Carson of Calgary, chairman of the organization's executive committee.

"Such a body could establish as a matter of right the principle of private stations joining together in regional or national networks," Carson said.

The private broadcasters and the Canadian Broadcasting Corporation — the present regulatory body — could present evidence to this new body as to what activities and regulations would be in the public interest.

Co-Operative Group

ACMO is a co-operative group of station managers from 10 stations in western Canada and one in Ontario; CJVI, Victoria, B.C.; CKWX, Vancouver, B.C.; CJAT, Trail, B.C.; CJOC, Lethbridge, Alberta; CFAC, Calgary, Alberta; CJCA, Edmonton, Alberta, CFGP, Grande Prairie, Alberta; CKCK, Regina, Sask., CKRM, Regina, Sas., CKRC, Winnipeg, Man., and CKOC, Hamilton, Ontario.

"What do we do now?"



When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best.

But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market.

Yes, sir! If you want to do a *lot with a little bit of money,* use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

Eisenhower Presents 'Freedom' Citations

(Continued from Page 1)

each day from 11:30 a.m., to 12:30 p.m., and the show is fashioned to service the radio needs of the Negro community.

Other cash awards and honorable mentions of Freedom Foundation included; to Dr. George S. Venson for his "Land of the Free" program on Don Lee network; CBS for its "You Are There" series; Willard Wilson for his script for "It Might Have Been You"; WWJ, Detroit, for "Twenty-Four Hours Under Communism"; WCAU, Philadelphia, for "The Blessings of Liberty"; KFAC, Los Angeles, for "Spiritual Mobilization for Freedom" and WJR, Detroit, for its "Know Your America" series.

Gold Medals Awarded

Gold medals were awarded to Knox Manning, KNX, Los Angeles, for "Open Letter to Paul Robeson"; Jack Beall for his Anti-Communist series on ABC; Radio Council of the Chicago Schools for "These Things Are America" on WBEZ; NBC for its documentary, "Living, 1949" and Col. Robert McCormick of the Chicago Tribune for "Responsibility in a Free Enterprise State" heard on MBS.

Announcements were made of the winners of 144 cash awards, totaling $84,000, of 100 gold medals and 500 certificates of merit. They include individuals and organizations who have "spoken up for freedom by words or deeds" within the last two years.

Awards were given in various classifications, including cartoons, editorials, magazine articles, radio programs, motion pictures, sermons, commencement addresses in both colleges and high schools, union publications, company and employee publications, and advertising campaigns.

A jury of 21 prominent persons, including Chief Justices of nine State Supreme Courts, selected the winners after several months of study. Harold E. Stassen, president of the University of Pennsylvania, is chairman of this year's annual award jury.

Pratt Named President Of Michigan Broadcasters

(Continued from Page 1)

ing Milton Greenebaum, WSAM, Saginaw. Other officers elected were, vice-president, Howard K. Finch, WJIM; and secretary-treasurer, J. P. Scherer, WHFB.

Worth Kramer, WJR; Edward Baughn, WPAG; Willis Dunbar, WKZO and WJEF; and Mr. Greenebaum were elected to the Board of Directors. The MAB has been in operation for two years and this year's convention was exceptionally well attended with practically all Michigan broadcasters being represented.



California Commentary. . . !

● ● ● TV PRODUCTION men from Mexico City are in Hollywood and New York as observers as Emilio Azcarraga makes plans for the launching of a commercial TV station south of the border. . . Group of broadcasters and agency executives will go to Phoenix, Arizona, this weekend to attend the 16th District NAB convention which will be held there next Monday and Tuesday. . . Al Woodbury has signed to score the new 39-week Army Air Force show to be recorded by C. P. McGregor and released to over a thousand stations a week . . . MGM picture studio has okayed a radio series for its child star, Margaret O'Brien. . . . Ben Gage's final KTTV video show was kinescoped by CBS and now Harry Ackerman has sent the film east for approval as a web sponsored half-hour program to be released to all of the CBS-TV stations. . . . Popular radio maestro Frank DeVol has just finished writing "The Presidential March," which will be sent to President Truman this month and DeVol will also record the selection for Capital . . . Connie Haines, recently signed by MGM to sing three songs in "Duchess of Idaho" is reported to receive $10,000 for the stint. Connie used to get $100 a week with Tommy Dorsey, not so long ago. . . . Mel Blanc is being kept so busy that the only available time he has is between 3:49 and 4:00 p.m. on Fridays. Surprising that he has that much time left.

Hollywood

☆ ☆ ☆ ☆

● ● ● HARRY HICKOX, Hollywood radio and TV emcee, is huddling with two sponsors this week and if the deal is set his LA TV show, "Truth about Dixie," will be kinescoped for national sponsorship the first of the year. . . . United Productions of America will preem TV, entertainment and industrial cartoons Nov. 19-23 in Hollywood's first industry-wide Animation Art Festival; date also marks UPA's sixth anniversary. . . . "Vera Vague Show" heard every Thursday over ABC will broadcast from N. Y. for 5 weeks, after which the show will again originate in Hollywood. . . . Rumors that Jack Benny will be a feature of the 1951 TV parade with a one-hour show persist with no denials from Jack. . . . George "Gabby" Hayes is looking for a "front man" for a prairie radio show next fall. . . . Robert Riley Crutcher is adapting a series of radio dramas he wrote for the Silver Theater several years ago for television, under option to O.K. Productions. Stories include "I'll Never Forget" which starred Laurence Olivier, "Magic Darkness" for Jeffrey Lynn, and "Whodunit," which featured Bob Hope. . . . Louella Parsons tapes Thanksgiving shopping interviews with Dorothy Lamour, Joan Crawford and Sydney Greenstreet Monday at the Farmers Market, for release on the Parsons Radio Show. . . . Ed Wynn was the honored guest at a surprise birthday party backstage at CBS' Studio A last Wednesday. Wynn marked his 63rd birthday anniversary. Many happy returns of the day. . . . Cy Howards "Life With Luigi" on which J. Carrol Naish and Alan Reed are starred and which Mac Benoff directs over CBS network every Tuesday night is climbing toward the top of the ratings.

☆ ☆ ☆ ☆

● ● ● "STU" WILSON, zany emcee of KFI-TV's "Are Ya Lookin'," gets fan mail not only from adult viewers every afternoon but from "real young" kids—2 years and up. "I must have universal appeal." Stu says modestly. . . . Mutual-Don Lee's "California Caravan" program moved to San Francisco for the broadcast of Sunday Nov. 20th. Show was aired from the Civic Auditorium as an integral part of the "Western Hall of Fame Pageant" being staged in that city. . . Ken MacClelland, signed as art director of the "Ed Wynn Show" on CBS-Television.

Publishers Seeking Facsimile Rights

(Continued from Page 1)

velopment in the Arts, Letters and Sciences by the Canadian Daily Newspapers Association.

Roy H. Thomson, president of the Thomson dailies, and one of five spokesmen for the 19-member delegation, maintained that newspapers should have a preferred position in the allocation of frequency modulation channels as they become available for facsimile broadcast.

Asked by commission counsel Peter Wright if this request would still be made if it were to result in a monopoly of facsimile by newspapers, Mr. Thomson replied:

"Yes. Newspapers are responsible organizations. They know the business of handling news and treat the news with respect. . . . They are the logical people who should proceed with a new medium of handling news. . . ."

Clifford Sifton of the Winnipeg Free Press said he felt the general view of Canadian publishers was that licensing authority should be "as far removed from day-to-day politics as possible."

Under present radio regulations, facsimile broadcasting would come under control of the publicly-owned CBC.

NBC Salutes WIS On Opening Of Studios

(Continued from Page 1)

and office building as thousands of enthusiastic South Carolinians toured the new edifice. NBC Chairman of the Board Niles Trammell, actors Jay Jostyn and Jan Miner, director-producer Harry W. Junkin, and commentator George Hicks all took part in the opening day ceremonies. G. Richard Shafto is general manager of WIS.

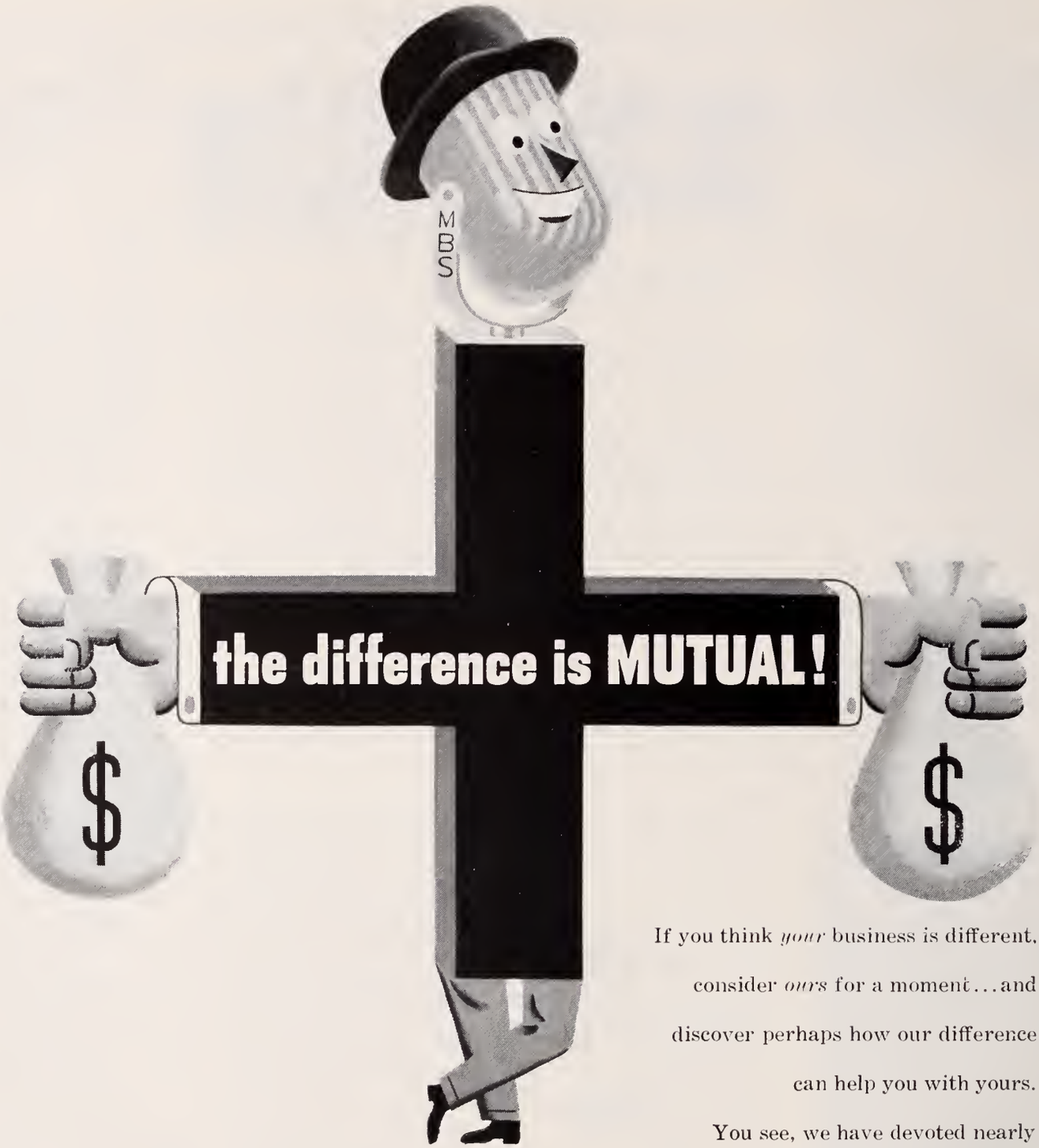
As part of the festive occasion, NBC originated the "Radio City Playhouse" from WIS with Miss Miner in a starring role supported by a cast of Columbians, and George Hicks was cut into the Theater Guild program for his between-the-acts commentary. The dedication broadcast on Saturday featured Mr. Trammell as guest of honor.

Special dedicatory broadcasts were heard over WIS on Sunday featuring salutes from top NBC stars Bob Hope, Claudia Morgan, The Quiz Kids, Ben Grauer and others. Lunt and Fontanne, Roger Pryor and Norman Brokenshire, all appearing on the Theater Guild production, sent a special platter which was broadcast Sunday morning.

Ad agency and station reps, and network officials also took part.

Stork News

Mrs. Richard J. Puff, wife of MBS's Director of Research gave birth yesterday to twin daughters at Peekskill (N.Y.) Hospital.



If you think *your* business is different, consider *ours* for a moment... and discover perhaps how our difference can help you with yours.

You see, we have devoted nearly 15 years to the business of being a different kind of network.

This gives us quite an edge, in these times when extra-efficient, better-than-average marketing techniques are required.

And it gives *you* several new ways—all of them well tested—to make your dollars do double duty.

For instance...

On no other network can you raise your sales voice in 500 transmitter-markets—300 of them being the *only* network voice in town. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you enjoy maximum flexibility in selecting your station hook-up... routing your program as you route your salesmen. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you locally—at no extra cost—tell your customers *where* to buy what you are selling, as well as why. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you buy the proven benefits of coast-to-coast radio—and save enough to explore the high promise of television too. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you s-t-r-e-t-c-h your hardworking dollars to the point where you get *six* listener families for the price of five. On Mutual you can...**The Difference Is MUTUAL!**



These are five of the points which add up to a big plus for the Mutual advertiser. Interested in the proof of any or all of them? Let's sit down together and discuss our differences.

the **mutual** broadcasting system

Thanksgiving Day Special Shows Planned For AM And Television

(Continued from Page 1)

Hollywood, Europe, and points in-between.

Mutual will present three special shows. Scheduled for airing on the 24th, they include a half-hour pick-up from the Burtonwood, England HQs of the 59th Air Depot Wing, USAAF; a special "Harvest of Song" musical show from the campus of the Oklahoma State Agricultural College, and, honoring father's day off, a "switch" gimmick whereby "Queen For A Day" becomes "King For A Day."

The Burtonwood pick-up includes songs by the Wing's Youth Choir made up for twenty-six GI's, an address by Maj. Gen. E. W. Anderson, and convocations by four chaplains representing all faiths. The "Harvest of Song" will feature a four thousand voice and instrumental group made up of students at the college and at Oklahoma State High School.

Two TV Shows On CBS

CBS, building up to the holiday spirit, screened two Thanksgiving TV programs on Sunday and they've planned an hour-long special simulcast over the full radio and TV net for Thursday. In addition, the "Hallmark Playhouse" will gear its Thursday show to the big day.

Sunday, the "Fred Waring Show" devoted most of its time to Americana music and the "Lamp At My Feet" program featured Mrs. Ralph Bunche who told the story of the first Thanksgiving to a group of children from nay lands. The full hour show on the 24th will feature the "Choraliers," the "Symphonette" and Bambi Linn. "The Hallmark Playhouse" will star David Niven in Longfellow's "The Courtship of Miles Standish."

Rudy Vallee will take the spotlight as MC when CBC-TV screens an hour-long video show that will also feature the music of Guy Lombardo's orchestra, Carol Bruce, Sam Levinson and others.

NBC Skeds Special Programs

NBC also led-into the holiday on Sunday when "Living, 1949" presented a documentary concerning the 2,500,000 migrant harvesters who annually reap the nation's crops. On the 23rd, the web will broadcast a religious program based on the story of the first Thanksgiving in America for a DP war orphan. Lew Aires will narrate and John Payne and Eleanor Parker have been cast in leading roles.

"Cavalcade of America" tonight will present an original radio drama entitled "Us Pilgrims" starring George Tobias and, on the holiday, NBC will broadcast an on-the-spot account of the annual turkey dinner of the Christian Herald Bowery mission where one thousand homeless men will be guests.

On Thanksgiving Day, Mary Pickford, making her initial appearance on husband Buddy Rogers' ABC program, "Pick A Date" will discuss the real meaning of Thanksgiving Day and, on the same program, the Gramercy Boys Club chorus will be featured.

On Tuesday ABC will do a pre-holiday show entitled "Recipe For 200,000 Turkeys" on this week's Department of Defense stanza. Program will include interviews of armed services cooks who will talk about Thanksgiving Day shopping six months in advance. The Air Forces 80-piece orchestra will also be featured.

Regular Thursday programming on all the webs will be tied into the holiday.

Both NBC-TV and CBS-TV will cover the famed New York Macy Thanksgiving Parade with NBC headlining Milton Berle and members of the "Howdy Doody" family. NBC-TV will present an hour-and-a-half video Elgin American All Star program featuring Berle, George Jessel and a host of other stars.

Will Aid CARE Campaign

Station WNBC, New York, will devote its entire day's Thanksgiving programming to a special appeal for CARE, the non-profit relief organization, for the third successive year. Themed on the approach that America's plenty should be shared with Europe's needy, WNBC's programs and personalities will all boost the sending of food parcels to Europe.

CARE officials will be interviewed by Tex and Jinx, Mary Margaret McBride and Tom Page. The remainder of the day's programs will provide data on the organization's services, and station breaks will urge listeners to pledge contributions over the phone or to send them to a special post-box number set up for the drive by WNBC.

Previous WNBC Thanksgiving Day appeals resulted in the shipment of seven tons of food in 1947 and eleven tons last year.

Covering Macy Parade

In observance of Thanksgiving Day, WOR has programmed a day of special programs including an eyewitness account of Macy's twenty-third annual Thanksgiving Day Parade, a play-by-play description of the Penn-Cornell football game and other holiday features.

Reporter John Wingate will cover the parade from the station's Mobile Unit and portions of his report will be re-broadcast on the Lyle Van show later that day.

Byram Samm will do the ball game from Philadelphia's Franklin Field and other regular WOR programs will follow a Thanksgiving Day motif with special guests and features.

Indies Participating

Independent stations in the greater New York area have also scheduled religious, musical, sports and other programs for the holiday.

The Antique Record Shop over WMCA from 8 to 9 A.M. will use a rare record of James Whitcombe Riley reciting one of his own poems called "Out to Old Aunt Mary's." The disk was made in 1912.

Another Thanksgiving morning broadcast will be the House That Jack Built with Hal Jackson over WLIB from the New York Home for the Aged starting at 7 A.M.

Lionel Barrymore will give his special message on WMGM at 7:15 P.M. Much earlier in the day, the station's health and nutrition expert, Carlton Frederick, will offer advice to those who like to overeat. The time for the talk is 9 A.M.

Memorial Mass on WHOM

A memorial mass marking the 25th anniversary of the death of Giacomo Puccini will be carried by WHOM from St. Lucy's Church in Brooklyn from 12 noon to 1 P.M. Holiday programs in five languages will also be broadcast throughout the day.

This is Thanksgiving, 1949 will be broadcast by WWRL in Woodside from 10:30 to 11 in the morning The show will be narrated by John Harper and features musical numbers and comments.

WEVD will carry an interview between the president of and secretary of the American Bible Society at 9 P.M. in observance of the holiday.

WINS Carrying Game

The pro-football game between the Brooklyn New York Yankees and Los Angeles on the West Coast will top the bill of WINS. Mel Allen will give the play-by-play description and his assistant will be Curt Gowdy.

A roundtable discussion on the meaning of Thanksgiving will be heard over WHLI and WHLI-FM at Hempstead, Long Island, from 2:35 to 3 P.M. Three guests will speak briefly followed by a question and answer period.

Agnes Morehead will read "The Landing of the Pilgrims" on A Treasury of Thanksgiving over WNEW at 9 P.M. Renditions of Thanksgiving music will also be used on the show.

Three other independent stations, WQXR, WBNX, and WOV, will play appropriate holiday music during the day.

Announce WBS Renewels

The World Broadcasting System announces contract renewals and extensions by five radio stations for the continued use of the World transcribed library service. Among those stations are: WPJB, Providence, Rhode Island, WLAW, Lawrence, Mass; WSBA, York, Pennsylvania; WFAS, White Plains, N. Y.; WOPT, Oswego, N. Y.

Home-Set Production Six Million For 10 Mo.

(Continued from Page 1)

tain AM bands, yesterday's report said.

With a rough estimate of better than 5,500,000 sets bearing AM bands, observers here estimate that the six-million figure is topped by adding production from manufacturers who are not members of RMA and by inclusion of unreported figures on large combination sets including AM bands.

Last Month Was Highest

RMA members turned out a total of 7,357,421 sets in the first 10 months of the year, including 1,707,613 video. Last month's total was the highest—975,053, including 587,267 AM, and 304,773 TV.

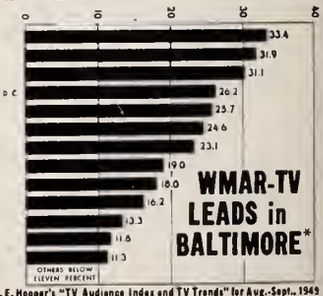
Gets New KSL Posts

Salt Lake City—The general manager of KSL and KSL-TV, C. Richard Evans, has announced the appointment of Wayne Kearl as an account executive for both outlets and Max Roby as news editor of KSL. Kearl has held the post of news editor for KSL since January 1945. He first joined the station in 1945.

Roby has served as assistant news editor to Kearl and has been with the station since 1946.

BALTIMORE Leads the Nation*

TV SHARE OF TOTAL BROADCAST AUDIENCE
AUGUST - SEPTEMBER, 1949
SUN THRU SAT EVE • 6:00-10:00 P.M. LOCAL TIME



*Based on C.E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept., 1949

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

The Sunpapers Station

channel-2

BALTIMORE, MARYLAND

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC SEES COLOR-TV COMPARISON

TELE TOPICS

AFTER A VERY SHAKY START at the beginning of the season, when it offered a couple of real turkeys, "Philco Playhouse" on NBC has improved steadily and now, under the guidance of Fred Coe, it is once again one of the better dramatic periods on the air. Too often, however, the story—usually an adaptation of a current best-seller—has not been on the same high level as acting and production. This was exactly the case with this week's edition, "Medical Meeting." As adapted by Joseph Liss from Mildred Walker's novel, the play told the highly-romanticized story of the no-longer-young doctor, and his patiently suffering wife, who is faced with a choice of constructive research or mere money. Although the outcome was apparent from the start, mainly because the story neatly fitted a stock pattern, several convenient contrivances were necessary to bring it about. There were, however, several forceful moments of real drama. . . . Philip Bourneuf's excellent characterization of the lead role was warm, subdued, understanding and entirely credible, and Frances Reid, as his wife, was also outstanding. The supporting performances of Harry Sothern, Ben Lackland, Katherine Neskill and John Neuland were especially notable. Direction by Gordon Duff was first rate.

●

"FIFTY-FOURTH ST. REVUE," slated to be axed by CBS after Nov. 25, has been extended at least through Dec. 23 with the possibility that it will continue indefinitely. Aired on alternate Fridays in the 9-10 p.m. spot occupied by "Ford Theater," show's rating has taken an upward turn, which is the reason for the repreive. . . . World Video has acquired TV rights to Irvin Cobb's Judge Priest stories for a weekly half-hour series. Initial scripts are now being written and prospects for title and supporting roles are being interviewed. . . . Roller Derby rule booklets, prepared by Campbell-Ewald for distribution via Chevrolet Dealers pickups of the sport, has gone into its third printing, with over 30,000 already mailed out.

●

ED SULLIVAN, in opening his show Sunday nite, gave everyone the impression that Bill Robinson had passed away. He spoke at length about the Bill Robinson Foundation and showed a clip of the dancer in "Stormy Weather." Not once during this time did he mention that Bojangles was, at that moment, still fighting for his life in a New York hospital. . . . Abe Burrows came up with the best description of the new femme fashions we've yet heard, when he described a gal singer's garment as a "house-divided-against-itself-type dress." . . . For our money, two of the best pop singers on the air are Connie Russell and Jack Haskell, and it couldn't happen to a nicer show.

Pye Tele Equipment Pleases In Capital

Washington Bureau of RADIO DAILY

Washington—Onlookers were favorably impressed yesterday with the Photicon, compact TV camera unit developed by Pye, Ltd., one of the leading British TV and radio manufacturers. A demonstration was offered for the FCC and others at the TV demonstrations here, as Pye seeks to enter the American market for transmitting equipment.

B. J. Edwards, technical director of the company, said he hopes to sell five million dollars worth of equipment here. Although yesterday's closed-circuit demonstration showed remarkably true black and white television—the equipment has been adapted to the American 525-line standard, Edwards said he was "not claiming anything marvelous—just good, sound low-cost equipment."

Pye has no thought of competing in the home receiver field, he said.

Price Savings Claimed

Prices for Pye equipment, it was said, would run 10 to 15 per cent lower to American buyers than comparable equipment produced by American firms.

Strong ECA support for the sales project has been voiced, with the assistant ECA director, Wayne Chatfield Taylor, expressing his hope that Pye will be able to bring some American dollars back to England.

Present British TV standards are for 405-line transmission.

26 Stations Airing WPIX Film Packages

WPIX, New York indie, is the "flagship" of one of the largest "celluloid webs" in video, currently serving 26 stations in 22 cities throughout the country. During the past year, the outlet has supplied film to as many as 37 stations.

With Ed Evans, director of film programs, in charge of national sales, the New York News outlet is currently offering two feature film packages—a group of 36 Westerns now being aired by 20 stations, and "Film Package No. 3," now on 15 outlets. Latter is comprised of 13 features, including "Major Barbara," "A Star Is Born," "Pygmalion" and "The Beachcomber."

Average Of 3 Hours A Week

An average of three hours a week of film is supplied by WPIX to each of the 26 stations, with one taking as much as five-and-a-half hours weekly. A recently concluded series of 24 Alexander Korda films was shown by 22 outlets.

WSAZ-TV In Operation

Huntington, W. Va.—WSAZ-TV, first station in West Virginia, has gone on the air here on channel 5, affiliated with all four major webs. Present for the opening were Gov. Okey Patteson, Frank Folsom, president of RCA, and Joseph McConnell, NBC prexy. Lawrence H. Rogers II is station manager.

Show Polychrome By CBS, RCA; B-W Of DuM.

Washington Bureau of RADIO DAILY

Washington—With excellent black and white signal coming through over DuMont equipment nearly all day long, CBS and RCA yesterday gave the FCC a side-by-side glimpse of the two color systems. The CBS showing was as impressive as early last month, when most observers agreed that if it were compatible with present black and white standards it might offer immediate commercial possibilities.

Free Of "Flicker"

The RCA color was still variable, with a pronounced tendency toward heavy pink and red influences, but showed a remarkable freedom from flicker.

There was little important variation in the quality of the signals as the two color systems and the regular DuMont black and white transmission sent out a wrestling match, a performance by the Elder Michaux Choir, a series of paintings, weaving and other difficult color tests. While the DuMont reception was invariably clear, it was exceedingly dull and uninteresting in some of the scenes—especially the showings of colorful Van Gogh and other paintings.

RCA's Dr. C. B. Jolliffe declared that the demonstration made it plainer than ever that his company's all electronic system "offers the best means through which color television can be improved and developed in a reliable service to the public." He said the CBS color disc "has no place in home television." In a statement released by RCA, Dr. Jolliffer laid great stress upon the compatibility of the RCA system.

Protestant Group Planning $1,000,000 Program Drive

(Continued from Page 1)

Parker said, "The biggest service the Protestant Radio Commission can perform at present is to provide films for local church groups to use over community television stations. People will be educated by being entertained. Religious leaders must realize this fact. We must learn to present people's personalities and ideas in an interesting manner to other people."

Urging establishment of local TV working committees, staffed mainly by lay persons, he continued, "Church groups must help local television stations produce good local religious programs. I am predicting that television will take a major share of radio's listenership. We must therefore become 'Apostles of television' or we will find fine preachers, inspiring services and entertaining educational programs being presented to a limited radio audience.

"Television stations must present programs in the public interest or increased government regulation will be the result. Religious and educational groups must educate a new generation of television officials on the need and wisdom of giving public service time to organizations like churches. . . . There is a tendency to think the public service television programs are going to be too expensive. This will not necessarily be so if the churches really cooperate with local television stations."

NTFC To Meet Tonight; Will Discuss AFM Scale

Robert L. Jower, sales rep for WPTZ, Philadelphia, will speak tonight at regular meeting of the National Television Film Council at the Fifth Ave. Brass Rail. Also on the agenda is a discussion of the proposed AFM scale for TV films.

WATV Sells Hoop Sked

Nineteen of the 21 home basketball games of Seton Hall College will be scanned by WATV, sponsored individually by Philadelphia Dairy, Fischer Baking and Pepsi-Cola. Schedule begins Dec. 5 and runs through Mar. 6. Fred Sayles will call the play-by-play.

COAST-TO-COAST

Brotherhood Program

Allentown, Pa.—WKAP's program "For God and Country" heard every Sunday afternoon at 2:30 is a half hour broadcast dedicated to Brotherhood. Speakers of all religious faiths, including Priests, Rabbis, Ministers and Laymen, appear weekly and music of all faiths is also presented.

Symphony Hall

Louisville, Ky.—WAVE's affiliate, WRXW, has inaugurated a new series on its serious music hour, Symphony Hall, having as weekly guests distinguished local and visiting artists who will program various recorded works and supply their own commentary.

Students' Program

Pittsfield, Mass.—News Chief Leon Beeler continues for the 2nd year his program for "in-school" listening. Program, "History in the Making" is written and narrated by Beeler and is designed to simplify for school students, the problems of the day, both local, national and foreign. The program is heard over WBRK, Wednesday mornings at 11 o'clock.

Kevnotes By Bailey

Boston, Mass. — Mildred Bailey, food and fashion authority on her WCOP daily show, is now demonstrating her musical abilities on the "Keynotes By Bailey" program. The program is aired Monday through Friday at 2:00 p.m., and features Miss Bailey at the piano.

Yodeler Signs TV Contract

San Antonio, Tex.—Cliff Warren, cowboy yodeler who has appeared on KTSA and WOAI, has signed to appear as singing star of a new TV series to start in January over a Fort Worth outlet. Series will be sponsored by the Falstaff Brewing Co., and will have Dizzy Dean as master of ceremonies.

New WPAT Sponsor

Paterson, N. J.—Milo Boulton, new radio star, is now signed with the Acme Markets for sponsorship of his program "Bargin' Around With Boulton." The program is heard every morning, Monday through Friday, at 11:00 on WPAT.



NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of November 11-17, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Thousand Violins	Paramount
Ain't She Sweet	Advanced
Bye Bye Baby	J. J. Robbins
Dear Hearts And Gentle People	E. H. Morris
Don't Cry Joe	Harms
Downhearted	Orten Music
Festival Of Roses	Witmark
Hop Scotch Polka	Cromwell
I Can Dream Can't I	Chappell
I Never See Maggie Alone	Bourne
I've Got A Lovely Bunch Of Cocoanuts	Cornell
Last Mile Home	Leeds
Maybe It's Because	Bregman-Vocco-Conn
Mule Train	Walt Disney
Over The Hillside	Dreyer
River Seine	Remick
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
Slipping Around	Peer
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Twenty-Four Hours Of Sunshine	Advanced
Twilight	Ben Bloom
Wishing Star	Broadcast Music
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin
You're In Love With Someone	Kramer-Whitney

Second Group

TITLE	PUBLISHER
A Man Wrote A Song	Henry Spitzer
Dime A Dozen	E. H. Morris
Envy	Encore
Fiddle Dee Dee	Harms
Huckle Buck	United
Hush Little Darlin'	Michael
I Only Have Eyes For You	Remick
In Santiago By The Sea	Life Music
Jealous Heart	Acuff & Rose
Johnson Rag	Miller
Just For Fun	Paramount
Just Got To Have Him Around	Jefferson
Let's Take An Old Fashioned Walk	Berlin
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
Makin' Love Ukelele Style	Mayfair
Meadows Of Heaven	Laurel
My Bolero	Shapiro-Bernstein
My Own My Only My All	Paramount
My Street	Campbell
She Wore A Yellow Ribbon	Regent
Souvenir	Beacon
Story Of Annie Laurie	Santly-Joy
Toot Toot Tootsie Goodbye	Feist
You're Always There	Bregman-Vocco-Conn
You're My Thrill	Sam Fox

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AGENCIES

HAL MARC ARDEN resigning as writer-director at WMGM, New York, to join Robert A. Bories Inc. (American Institute of Food Products) as director of radio and television.

BILL WELSH has resigned as general manager of Allied Advertising Agencies to head the radio and television department of Walter McCreery, Inc., successor to the advertising firm of Smith, Bull and McCreery.

AL ALPERSTEIN has joined Pan American Broadcasting Co. as sales promotion manager. He was formerly general manager of the Chas. H. Rogers Advertising Agency.

HARRISON LLOYD TAYLOR, formerly with Remington-Rand, has joined the copy department of Kenyon & Eckhardt, Inc.

JOSEPH TERY, production manager of station WINS, will join WFLN, Philadelphia, as music department head on Dec. 1. He has been with WINS since October, 1948. No successor has been named as yet.

ARTHUR PINE ASSOCIATES have been appointed by Cushman's Sons, Inc., Long Island City, retail bakery chain organization, to serve as publicity-public relations representatives for all media, effective immediately.

CROMWELL ADVERTISING AGENCY, INC., has been named by Topmost Packing Co., packer of Kitchen-Made food products.

HOWARD L. CORDERY, formerly head of the television department of Nasht Productions, has joined the Marshalk and Pratt video department.



BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 35 NEW YORK, WEDNESDAY, NOVEMBER 23, 1949 TEN CENTS

FILM INDUSTRY BUYS MORE RADIO TIME

High Court Hears NAB In Station-Tax Dispute

Washington Bureau of RADIO DAILY

Washington—NAB told the Supreme Court yesterday that previous decisions by the high court are overturned by the controversial Little Rock, Ark., municipal tax on radio stations and time salesmen.

Previous Supreme Court and other judicial rulings have held radio stations to be immune to privilege and occupation taxes levied by cities and states, said NAB, as it filed a brief as *amicus curiae* in support of a petition for rehearing of an Arkansas case dismissed by the

(Continued on Page 6)

Pontiac Will Sponsor Notre Dame-S. C. Game

The Pontiac Motor Division of General Motors will sponsor the broadcast of the Notre Dame-Southern California football game over CBS on Saturday. CBS Sports Director Red Barber and Van Patrick of WJR, Detroit, will handle the play-by-play description. Southern California, the last team to come close to beating the Irish when they tied last year, will meet Notre Dame at South Bend.

Community Buys Time As Public Service Show

Rochester, N. Y. — The nearby Town of Hilton, an enterprising farming community, has purchased a radio program starring one of its own citizens, to do a Chamber of Commerce type of show. This is believed to be the first time any small upstate community has taken to the air in this fashion to promote

(Continued on Page 3)

Successful Appeal

Detroit — Maybury Sanatorium in Northville, Michigan has received 43 radios following a request by Bob Maxwell of WWJ. Disc jockey Maxwell read a letter on the air from a patient asking for a set and the deluge was on. He finally had to ask his audience to curtail their generosity as no more radios could be handled at the time.

Potent Medium

Huntington, W. Va.—Business was off at Brumfield's Market until Jake Brumfield, the owner, bought a Friday night high school football game on WPLH-FM and advertised sausage, 25c a pound. Result: A sellout of three tons by Saturday noon, plus all other meat in the market.

15-Million Car Sets Forecast By Jan. 1

Four out of every five new automobiles rolling off the nation's assembly lines are equipped with radios, according to the NBC research division. They estimate that 15-million autos will be carrying sets by January 1, 1950.

This figure is nearly double that of the last pre-war year of 1941 when approximately eight-million vehicles were radio-equipped. In 1943, a high of more than nine-million auto radios was reached and then the total fell steadily until on January 1, 1946,

(Continued on Page 3)

Scott Heading Sales Of NBC Radio Division

In line with NBC's recent divorcement of audio and video operations, Harry G. Kopf, vice-president in charge of Radio Sales, yesterday announced the appointment of Walter Scott as NBC's Eastern sales director for Sound Broadcasting. The position is a new one.

Mr. Kopf also announced the ap-

(Continued on Page 3)

Major Producing Companies Giving Radio Larger Spot Campaigns In Key Cities For New Feature Films

Radio will get a larger slice of the movie producers' advertising dollar this winter through spot campaigns set up in key center cities for the regional premiere of new feature films, RADIO DAILY learned through a survey the past few days. While none of the major companies would

(Continued on Page 5)

AFM Supports CBC In Brief On Radio

Montreal—The American Federation of Musicians has charged independent Canadian radio station operators with being "primarily interested in a profitable operation and not too greatly, if at all, concerned with the development or employment of Canadian artists."

The A.F.M. made the charge in a brief submitted to the Royal Commission on National Development in

(Continued on Page 3)

Crisler Gives Views On Radio Hearing

Washington Bureau of RADIO DAILY

Washington—R. C. Crisler, executive vice-president of Transit Radio said yesterday that the unusual interest and the widespread publicity centering around the recent hearings before the Washington

(Continued on Page 2)

Taylor Renewed By G. M. For Quarter Hour On ABC

General Motors will continue to present Henry J. Taylor on ABC for another year. The weekly quarter-hour of news and comments will be heard fifteen minutes earlier

(Continued on Page 2)

CBS Time Sales Up Both In Radio And TV

Claiming an increase of $5,000,000 in radio and TV billings through new time sales the past month, CBS yesterday reported the sale of the Ken Murray's Blackouts TV show to Anheuser-Busch Corporation of St. Louis.

During the past month CBS has sold four hours of radio network time including two evening half-

(Continued on Page 6)

Lunch Hour Listener Wins Jackpot On WMCA

WMCA, New York, felt yesterday that the station had gotten a concrete idea of the out-of-home listening audience potential when one Tom Kelly, who was listening to the program on his lunch hour on an office radio, won $800 worth of prizes from the "Tune-O" show. The pro-

(Continued on Page 3)

New 441-Line Color-Video Now In Work, Says DuMont

Washington Bureau of RADIO DAILY

Washington — Calling for greater color fidelity, Dr. Allen B. DuMont said yesterday that his laboratories are working on a new color system with 441-line definition. He said it will be some time before it can come out of the experimental stage, but that it offers greater color fidelity than either the RCA or CBS color systems.

CBS vice-president Adrian Murphy announced at the end of the two-day comparative tests yesterday that the RCA demonstration had proved "the instability of the RCA system. It was impossible to tell what the color of the original subject matter was by watching the RCA screen. To get the true color you had to look at the CBS picture." He said CBS color is far superior to black and white, and that "you don't

(Continued on Page 7)

Anniversary

Broadcast of the 2,000th episode of the Yiddish-language soap opera, "My Mother and I" on WEVD, New York, on Friday will mark the eighth anniversary since the program started as a language feature on the New York station. Program, produced by Sholom Rubinstein, will be heard at 12:10 p.m., and will be followed by a luncheon.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(*November 22*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7¾	7¾	7¾	+ ⅛
Admiral Corp.	30	29½	30	+ ¼
Am. Tel. & Tel.	146½	146⅜	146½	+ ⅛
CBS A	25	25	25	.....
CBS B	25	25	25	.....
Philco	30¼	30	30¼	+ ¼
Philco pfd.	80	83	83	+ ¼
RCA Common	13	12⅝	13	+ ¼
RCA 1st pfd.	73⅜	73⅜	73⅜	+ ¾
Stewart-Warner	11⅞	11⅜	11⅞	— ⅛
Westinghouse	28⅜	28	28⅛	+ ¼
Westinghouse pfd.	101	101	101	.....
Zenith Radio	28½	28½	28½	— ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¼	15	15	.....
Nat. Union Radio	2⅝	2½	2⅝	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14¼	15¼
Stromberg-Carlson	14	15¼
WCAO (Baltimore)	17	21
WJR (Detroit)	7¾	8¼

CARDINAL XMAS SALES REPORTED ZOOMING

Hollywood—Joseph F. MacCaughtry, prexy of Cardinal Company, radio and TV production firm, announced sales of company's annual Christmas shows are hitting all-time high. Four special quarter-hour Xmas programs, labeled "Xmas-4," have been purchased by over three hundred stations to date.

Custom-built for local station presentation as "radio Christmas cards" the shows feature a number of top names in entertainment business:

CLARK DENNIS, Capitol Records recording star, in a "Musical Christmas Tree"; THE MODERNAIRES, top singing group heard regularly over "Club Fifteen"; in "Musical Sleigh Ride"; a dramatization of The Nativity with MARVIN MILLER; and "Christmas Stories" told in the heart-warming style of ART BAKER.

Initially started as a good-will gesture by the company, the entire package is being sold in all markets for a flat price of $20.00.

Stations desiring the special holiday shows for their area are advised to contact Cardinal Company, 6000 Sunset Boulevard, Hollywood, Calif.

Advt.

☆ COMING AND GOING ☆

LUCILLE BALL, star of "My Favorite Husband" on CBS, has arrived aboard an American Airliner. She'll be here a week.

DON DUNPHY, American network sportscaster, off to Detroit, where tomorrow he will broadcast the bout between Ross Virgo and Lester Felton.

JANE TIFFANY WAGNER, director of education at NBC, on Friday will be in Buffalo to address the 39th annual conference of the National Conference of Teachers of English. Her subject, "The Potentialities of Television in Education."

JOHN LOVETON, producer of "Mr. and Mrs. North" on CBS, off to Chicago with MRS. LOVETON for the Thanksgiving holiday.

MORGAN BEATTY, newscaster on NBC, on Friday will leave on a trip to Dallas and Houston. At Dallas, he'll address the members of the Wholesalers and Manufacturers Assn., while in Houston he'll deliver a talk at the luncheon to be given by William P. Hobby, former governor of Texas and now publisher of the Houston Post, operator of KPRC.

EDGAR KOBAK and MRS. KOBAK are in Thomson, Ga., for Thanksgiving Week. While there Mr. Kobak will attend a meeting of the board of directors of WTWA.

KENYON BROWN, general manager of KFWT, Wichita Falls, Tex., in New York for conferences at CBS, with which the station is affiliated.

WALTER WINCHELL, who was called to New York last week by the death of his mother, left town Monday for Miami. He was accompanied by PAUL SCHEFFELS, assistant to Thomas Velotta, ABC vice-president in charge of news and special events.

PHIL ALAMPI, farm director for the American network, now is in Chicago to attend the meeting of the National Association of Radio Farm Directors. He is secretary-treasurer of the orgonization.

BILL POLGLASE and CHIP CIPOLLA, sportscasters on Fordham's WFUV, are back from New Brunswick, N. J., where last Saturday they broadcast the game between Rutgers and the Rams.

MORT NUSBAUM, disc jockey and emcee heard on WHAM-TV, Rochester, N. Y., in Gotham for a quick week-end.

ALBERT H. JAEGGIN, erstwhile RADIO DAILY staffer and now early-morning newsroom luminary at WOR, will leave tomorrow for Baltimore. He'll spend four days hunting near Havre de Grace.

ROBERTA QUINLAN, vocalist, on Saturday will leave for Chicago. On Dec. 5, she'll be in San Francisco for the sales convention of Mohawk Carpet Mills.

CYD CHARISSE, wife of Tony Martin, singer, has arrived from the West Coast to join hubby, now filling an engagement at the Roxy Theater.

GEORGE GOODALE, publicist for the Los Angeles baseball club, planed back to Hollywood Monday following a week in town discussing his client, Ralph Kiner, with advertising agency officials.

WILTON GUNZENDORFER, of KROW, Oakland, returning to the West Coast this week with a stopover in Chicago.

TOM PAGE, farm director for NBC, is in Washington to attend a meeting of the Food and Agricultural Organization of the U. N. From there he'll go to Chicago for the confab of the Radio Farm Directors.

ALLEN T. SIMMONS, owner and general manager of WADC, Columbia network outlet in Akron, Ohio, is in New York for a few days on station business.

PHIL DEAN, of the press department at NBC, spent the week-end in Buffalo, where he attended the Saints and Sinners Dinner.

EDITH J. MESERAND, assistant director of news and special features for WOR, today will return from Bermuda, where she did an on-the-scene interview with the survivors of the B-29 crash.

C. R. JACOBS, formerly of CBS and now a studio consultant, is in town from Princeton, Ill., on business.

BERT LOWN, station relations director of Associated Program Service, to Detroit for the meeting of District 8, NAB.

Crisler Gives Views On Radio Hearing

(Continued from Page 1)

public utilities commission can be largely explained by the fact that Washington citizens are disenfranchised.

"They have no representatives in a city council to speak for them, and they are forced to voice their grievances before commissions and the actual governing bodies or through the newspapers. Hearings, particularly those on which there has been advance publicity, provide an excellent opportunity for them to express themselves and inspired by three of the four Washington newspapers and encouraged by the simplicity of a subject which only required an opinion concerning personal tastes, full advantage was taken of this occasion."

Crisler said 13 of 16 associations testifying approved Transit Radio.

Taylor Renewed By G. M. For Quarter Hour On ABC

(Continued from Page 1)

(8:30 p.m., EST) on Monday nights beginning December 12.

Taylor has been sponsored by General Motors since December 20, 1948 and under the renewal, will continue over 264 ABC stations. The Kudner Agency, Inc., of New York represents the company.

Wedding Bells

Rhoda Cantor, radio and television writer, was married Nov. 19 to Dr. Henry D. Diamond, of Memorial Hospital. They now are vacationing in Cuba and other islands of the West Indies.



RCA INSTITUTES, INC.
A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address inquiries to
Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y



Kitten on the Kernels

Since this kitten got a taste of corn on the cob, she can't get enough of it.

And once advertisers get a taste of low-cost results on W-I-T-H, they can't get enough of this BIG independent station with the BIG audience.

W-I-T-H regularly delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H!

So get in on this big bargain radio buy in Baltimore! Get the whole W-I-T-H story from your Headley-Reed man today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

AFM Supports CBC In Brief On Radio

(Continued from Page 1)

the Arts, Letters and Sciences. The union added that because of "our experience for more than 20 years in dealing with independent Canadian radio stations, we are forced to recommend that broadcasting and television in Canada remain under the control of the CBC or similar authority."

Jack Kent Cooke, president of CKEY, Toronto, told the Commission that CBC's sole function should be the production of programs. He said the nationally-owned agency should not own or operate transmitters.

Broadcast Music Incorporated (Canada), Ltd., Elliot-Haynes Ltd., employees of CHML, Hamilton, and CHLO, St. Thomas, Ontario, the Association of Canadian Radio Artists, and the Mastervision Corporation, Ltd., also submitted briefs to the Royal Commission.

Lunch Hour Listener Wins Jackpot On WMCA

(Continued from Page 1)

gram has been on the air only six days. Kelly is employed by the Burroughs Adding Machine Co. The program is on the air from 1:30 to 2 p.m.

No Paper Tomorrow

Thanksgiving Day, a legal holiday throughout the Union, this year falls on Nov. 24, tomorrow. In observance, RADIO DAILY will not be published.

Scott Heading Sales Of NBC Radio Division

(Continued from Page 1)

pointment of Gordon Mills as account executive.

Scott has been with the web since 1938 as an account executive and as such has handled some of the network's largest accounts. Mr. Mills was formerly associated with the Kudner Agency as Assistant Radio Director. He also had been with NBC previously from 1933 to 1943 and prior to that had been Classified Advertising manager for the New York Times.

Takes Research Post

Dale E. Phillips has been appointed director of engineering and research for Market-To-Music, Inc., Storecast Corp. of America affiliate in the Pittsburgh area. Mr. Phillips was formerly associated with West Virginia Radio Corp.

Storecast is cooperating with local Community Chest in Chicago, Philadelphia, Pittsburgh and southern New England on its daily FM broadcasts to super markets and homes.

Community Buys Time As Public Service Show

(Continued from Page 1)

itself. 'Hilton's Bob Caine Show' is aired each Sunday at 5 p.m. over Rochester's WARC. The idea was sold to the Hilton 50 Town Fathers by Tom Kane, who also MC's the program which consists of Scottish ballads, homey philosophy and anecdotes delivered by Caine. His accompanist is 'Mickey' Ophardt, also a Hiltonite.

KLAC-TV Morn Sked Is First On West Coast

West Coast Bureau of RADIO DAILY

Hollywood — KLAC-TV will be first station on West Coast to start telecasting in mornings. "Eddie and Ev" formerly heard during evenings will go on Monday through Friday with their Mr. and Mrs. show starting Monday, November 28th from 10:00 a.m. to 1 p.m. followed by Al Jarvis.

"Eddie and Ev" have been regulars over KLAC for one year. As in the past, there will be no script or format.

Al Jarvis, already on television 25 hours per week, will start a five-hour show every Sunday commencing November 27 from noon to 5 p.m.

With the addition of "Eddie and Ev" and the Jarvis show, KLAC-TV will be telecasting a total of 79 hours per week.

15-Million Car Sets Forecast By Jan. 1

(Continued from Page 1)

only seven and one-half million sets were in use.

The number had increased one-million by January 1, 1947, and a year later, more than 10-million car radios were installed. The first of this year showed about 12-million autos equipped, or more than one in every three.

Musical Series On WNEW Features Psychoanalyst

WNEW, always on the ball with new program ideas, has come up with another innovation. Called "Rhyme and Reason," the program will feature Dr. Nador Fodor, Freudian psychoanalyst, who will "uncover the negative and positive psychological attitudes and implications revealed in well-known song hits old and new."

Program format calls for the playing of four disks of pop tunes and, following each, Dr. Fodor will put their words under the analytical scalpel. First program, on Nov. 28, will offer, for analysis, "I Wonder Who's Kissing Her Now?", "Oh, Daddy," "Homework," and "Alexander's Rag Time Band."

Dr. Fodor is a practicing analyst in New York City.

more advertisers bought spot time

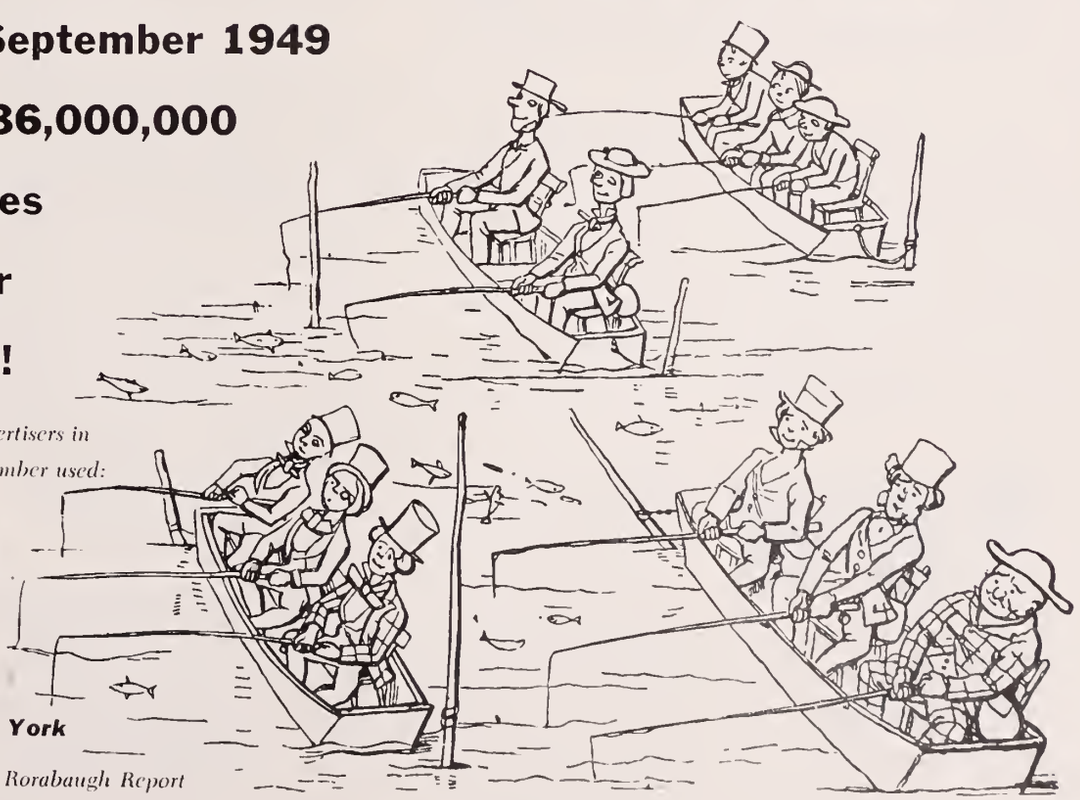
on WOR during September 1949

to sell goods to 36,000,000

people in 18 states

than on any other

New York station!



In fact, almost ½ (46%) of all spot advertisers in New York during the month of September used:

WOR

that power-full station
at 1440 Broadway in New York

– these facts are based on the latest Rorabaugh Report

SAN FRANCISCO

By NOEL CORBETT

HAL BOCK, TV Director for NBC, Hollywood, in town for the KRON-TV opening. With him, his wife, Sybil who now has two TV shows on which she sings and plays her own accompaniment on Hammond Organ.

Grant Holcomb, KCBS Director of Special Events, with Red Barber in tow. Barber was here to do the Stanford-Cal game.

Eddie Cantor, here to cut two of his NBC "Take It Or Leave It" shows, did a special KNBC broadcast with Mayor Elmer Robinson for the Community Chest. Cantor is readying a daytime show which he'll do with Cookie Fairchild. Program will be from Cantor's Beverly Hills home.

Artvogue of California, Inc., has signed a 26-week contract to sponsor "The Damon Runyon Theater" on KGO, beginning December 4, 10:15 to 10:45 p.m. Deal was set by Vincent Francis, KGO sales manager through Elliott, Daly and Schnitzer. Milton Seropan is the station rep.

The F. H. Dailey Motor Company of Oakland, through the Ad Fried adv. agency has purchased three spots a week for 52 weeks on KGO. Harry Morris is KGO rep on the account.

Clarence Leisure, KNBC announcer, has been elected AFRA prexy for 1950. Bert Buzzini, KCBS newscaster is 1st VP, Jim Moore, KGO announcer is 2nd VP, Bill Gavin, singer is treasurer and actor Ken Langley is recording secretary. Terms will expire October 31, 1950.

HERE 'N' THERE. . . . Red Knorp, who is associated with Larry Allen, radio and talent agency, up from Hollywood. . . . Jim Aikens, writer-producer, and Bill Baldwin are in their fortieth week of "The Sunstream Hour." Disc show is sponsored by Standard Building Company. . . . KFRC's Dink Templeton emcee'd the Islam Shrine Big Game luncheon at the Palace Hotel. . . . Piano-player Judy Dean made her first radio appearance back in '28 on the Chronicle's then-owned KPO. Last week she appeared on the Chronicle-owned KRON-TV station on its initial program.

Russell, Harris and Wood, Inc., have acquired the national rights to televise dancing lessons for the Arthur Murray methods of instruction.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales–Rentals–Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Man About Manhattan. . . !

● ○ ● AROUND TOWN: The sharp eye of the FCC has been reported as opening wider and wider and wider to the renewed efforts of certain buyers of block radio time who gobble it up by the basketful and re-peddle it to unwary clients, offering them spot programming on various stations in various cities at various prices. . . . Wrigley bought "Life With Luigi" as of Jan. 10th. First 13 weeks the fee will be $5,000. If renewed, it goes up to net's original asking price of $6,000. . . . Is Hooper planning to bring out a gadget that will be attached to listeners' sets—dispensing with the phone call approach? . . . It's an 8 lb. baby gal for the Bill Gernannts. Mom is the famous actress-singer, Lois January. . . . The Stork also visited the Frank Popoffs (Connie Meade) with a 7 lb. boy, Francis Victor. . . . Mimi Benzell, Metopera thrush opening Dec 6th at the Pierre, guests this Sunday on "This is Show Business." . . . Bonny Maid Versatile Varieties, produced by Charlie Basch and Frances Scott, will continue in its regular time slot (Friday 9 p.m., WNBT) despite earlier reports that the show was fading. . . . Hal Marc Arden, former script writer and director at WMGM, has joined the Bob Bories organization as radio and television director. . . . Russ Hodges' sidekick for the Giant ball-games next season will be Ernie Harwell, one of the real students of the game. What a great team this will make.

☆ ☆ ☆ ☆

● ● ● Inevitable fold-up of FM Ass'n as an organization and impending merger with NAB was forecast many months ago by J. N. "Bill" Bailey, former executive director of the FM organization. Bill, now editor of the Catholic Review at Baltimore, warned some of his FM associates that forces were at work to bring FMA into the NAB fold. At that time he was severely criticized and a rift grew between him and Wm. Ware, president of FMA. Now Ware, a member of the NAB-FM executive committee, is reported to be reconciled to the merger.

☆ ☆ ☆ ☆

● ● ● Leonard Traube comes to the column's rescue this morning with some more of his salty observations. In Russia, he sez they have no trouble about what to call their television programs: Videology. . . . When and if all local TV stations fan out from the mast of the Empire State Bldg., the congestion oughta be something to behold. Only the other day I got a fuzzy but seeable image of an ABC program coming over NBC's channel. Is this a precursor of things to come or merely a freak in the ozone? . . . And talking about freaks, every once in a while I turn to the vacant channel 6 and get WMCA as clear as the proverbial bell. . . . TV is getting into an awful rut when directors, aided and abetted by emcees, etc., insist on guests looking into the "red" camera, i.e., at the unseen audience. How patternized can you become? . . . Not long ago, friends and admirers were saying of him: "Truex crushed to the earth shall rise again." Rise? He's way about the horizon now with the Truex Family on WPIX—slotted ideally, at 7:30 p.m., a time when it has heretofore been a terrible scramble to get something consistently tops. In one household, at least, the scramble is over. However, I like my own title better: "Nobody but nobody but Truex.

☆ ☆ ☆ ☆

● ● ● The decision to televise "Twenty Questions" this week surprised the cast involved just as much as it did the fans. Alexander Harris, Pres. of Ronson, was in a special railroad car coming in from Toronto last Sat. when he suddenly decided to approve of his show going on TV. The time was 7 p.m., exactly one hour from broadcast time, when a wire was dispatched to Bill Slater who subsequently made the announcement on the air while the Ronson execs were glued to the radio in the club car.

CHICAGO

By HAL TATE

ARNOLD CARLSEN, MBS Central Division account executive heading south for his late-Autumn vacation.

George Herro, promotion-publicity director of the MBS Central Division, narrowly missed being hit by a car while chasing his chapeau down Michigan Avenue.

Mary Martha Toedt, MBS Central Division secretary, after limping around Mutual offices after a tussle with a door, turned up with a broken toe and was very pleased because that was the only way she was sure fellow employees would believe her—and not think it was just another "I ran into a door" story.

Roy Rogers, the King of the Cowboys, heard over WGN and the Mutual network on Sundays, 5:00-5:30 p.m., was in Chicago recently to attend the 37th Annual Convention of the National Safety Congress at the Morrison Hotel.

Jane Nilles replaces Kay Holmgren as transcription supervisor for ABC's Central Division effective immediately.

A new show premiered over station WENR-TV on Monday, October 31st, was the "Kiddie Parade." The time is 7:00 to 7:30 p.m., CST. "Kiddie Parade" is emceed by a husband and wife team—Don and Vern Ward. Weekly prizes are awarded to the talent winner and nominal prizes are given to all contestants appearing on each show. Kiddie Parade is sponsored by Tauber's Ford Motor Sales on Broadway for 13 weeks. The show is produced by American National Video Productions, Incorporated, of Chicago.

Jean Jones, of MBS Central Division, is spending a few weeks in N. Y.



SOUTHWEST

FRED NAHAS, executive vice-president of Glen McCarthy's KXYZ ABC outlet in Houston, set a precedent by being reelected as Chief Barker of Tent No. 34, Variety Club in Houston. Election also resulted in naming Bill Bryan of Wilhelm - Laughlin - Wilson, Jack Harris of KPRC, and King Robinson of KATL, to the board of directors. John Paul Goodwin of the Houston agency bearing that name was elected national canvassman.

New KWFT, Wichita Falls, personnel includes Pat Halverson and Wm. (Dub) Floyd. Halverson recently joined the announcing staff while Floyd is a new addition to the sales staff. Halverson is well known in Texas radio circles as a newscaster and for his work as the "Texaco Star Reporter" for several years. Floyd's background includes, among other things, several years with Texas newspapers.

Celebrities and guests of the Shamrock Hotel will be featured on the new quarter-hour across-the-board program for the Grennan Cake Division on KXYZ, Houston. Program aired at 10:30 a.m., following ABC's Modern Romances, features Art Finger in the emcee slot and is the second local program to be sponsored by Purity Bakeries on KXYZ. The first program, "Bill Ring Time," premiered recently in the 11:45 a.m. spot.

Happiness Exchange on KLIF, Dallas, 7:30-8:30 a.m., Monday through Saturday, starring Dallas' Jimmy Jefferies, is currently aired with 12 participating sponsors, including Wyatt Food Stores, Texas Bank and Hays Chevrolet Co. Commercials sell for a straight rate of $7.50 each. Jefferies, as much a part of Southwestern Radio as studios and transmitters, works at the show 'round the clock, making personal visits to the needy. He is assisted by Johnny May, SMU law student and part time announcer at KLIF. Since the show began, it has helped hundreds of people obtain homes, clothing and even dogs for the blind. A "Model Home" has been built and will be given to some deserving person. Jefferies feels so good about the response to the show that he is now planning a Happiness Exchange Hospital.

Stork News

Paul Hancock, stations relation director of NBC, is the father of baby girl born Monday at the French Hospital. The newcomer weighed 6 pounds, 3 ounces.

CAN'T PROMISE MIRACLES . .

. . . but can do a top notch sales job for you. Heavy experience AM and TV network selling. Will change to agency or local station. Presently employed.

Write RADIO DAILY, Box 288, 1501 Broadway, New York City.

Pix Companies Big Buyers Of Spot Time For Features

(Continued from Page 1)

reveal their spot advertising budgets all indicated that this type of advertising has box-office value and has proven effective in test markets. The types of campaigns vary, depending on specific situations, from day-to-day saturations to 52-week contracts calling for current picture plugs.

M-G-M In 65 Markets

Metro-Goldwyn-Mayer, according to reliable sources, is currently spending money for radio advertising in 65 key U. S. markets and in some instances has signed on a 52-week basis. The company recently concluded a heavy spot and station break campaign exploiting the New York premiere of "Battleground" and now has a similar campaign under way in Hollywood. Similar campaigns are planned for other cities showing the picture.

Universal Pictures is another major outfit that recently completed a successful day-and-date radio spot campaign in the Milwaukee area in behalf of the premiere of "Free For All." They are now mulling plans to exploit, via radio, the openings of "South Sea Sinner" and "Francis" in key markets after Jan. 1st. Universal is also planning a heavy spot campaign in the New England Area in March to herald the opening of "Ma and Pa Kettle Go To Town." The first "Kettle" flicker received heavy radio build-ups in the Midwest last year.

Co-op Deal With RKO

RKO-Radio Pictures, on the other hand, has evolved a cooperative radio advertising policy whereby RKO records spots, station breaks etc., which they then pass on to branch offices for further distribution among exhibitors. The exhibitor actually buys the time with RKO paying part of the bill. This policy, according to an RKO spokesman, has also proven successful. Biggest recent exploitation involving use of radio has been on behalf of the "Mighty Joe Young" now playing the national circuits.

Paramount Pictures have gone in for heavy radio exploitation, on a day-and-date saturation basis, on their last three pictures, "Red Hot and Blue," "Chicago Deadline," and "My Friend Irma." According to an agency representative (Buchanan Agency) for Paramount there is allocated a percentage of the exploitation nut for radio depending on circumstances. Paramount is using, and has used, stations in some fifty to sixty key cities and markets.

United Artists Testing

United Artists Corporation recently concluded a $3,000 saturation day-and-date spot and station break exploitation in the Des Moines-Omaha area for the opening of "Kiss For Corliss" and plan to give the same treatment to territorial openings of "Champagne for Caeser," and "The Men." These latter two films will each get from three hundred to three hundred fifty spots in a territory. UA generally picks up the tab for radio ad expenditures but occasionally engages in cooperative advertising with the exhibitor.

AFRS To Carry Game

American G.I.'s in the Atlantic and European areas will hear a broadcast of the Penn-Cornell football game on Thanksgiving Day through the facilities of the Armed Forces Radio Service. WOR, which is carrying the broadcast in New York City, will feed the show to the short wave transmitters of the Service for simultaneous rebroadcast.

1906 1949

Henri

CONFISEUR

FRENCH RESTAURANT

LUNCHEON from $2.00

DINNER from $3.00

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

MEXICO

GILLETTE SAFETY RAZOR Co. of Mexico opened its large manufacturing plant last week in this city. . . . Gillette razor blades will be produced here from now on for the Mexican markets. . . . Publicidad General, Mexican representative of Foote, Cone & Belding, handles the Gillette advertising account and a nation-wide press and radio campaign for both Gillette and Toni products, is expected early next year.

Cancer Fund Report Scheduled For ABC Web

ABC will carry a report on the progress of the Damon Runyon Memorial Cancer Fund this Saturday. The quarter-hour program called The Cancer Might will include messages from the president of Notre Dame, the Very Reverend John J. Cavanaugh, Henry J. Kaiser, General Dwight D. Eisenhower, and Dr. Cornelius Rhoads, director of the Memorial Cancer Center in New York.

Walter Winchell, treasurer of the Runyon Fund, will announce several large gifts for research in fighting cancer during the broadcast. Dr. Rhoads will interview a patient who has been aided by the fund.

Midnight Encore

WBZ's new Dick Tucker Show (1:30-2:00 PM Monday through Friday) has proved so popular with listeners (and with sponsors!) that Dick now returns for a midnight encore.. 11:30 to 12:30 nightly, Monday through Saturday. With merry music and a cheery personality, Dick has sold New England on himself. He'll sell your product, too! For availabilities at the witching hour, check WBZ or Free & Peters.

BOSTON

50,000 WATTS

NBC AFFILIATE

WBZ

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

High Court Hears NAB In Station-Tax Dispute

(Continued from Page 1)

U. S. Supreme Court two weeks ago.

The cases have been brought to court by KGHI and KARK against an annual tax of $250 on "the conducting or carrying on of the business of producing or generating of electro-magnetic waves within the city of Little Rock for the purpose of broadcasting by radio transmission" or "the operation of the business of intrastate radio broadcasting" within the city.

NAB argued that "the propositions of law which the court, by the dismissal of the appeal in this case, indicates as settled, are in fact not settled, but result in conflict with other decisions of the court."

"Cannot Be Justified"

The court was told that ". . . if the dismissal is considered as standing for the proposition that a tax laid on the business of radio broadcasting is one validly laid on an intrastate activity, it is in conflict with other decisions of the court. . . . If the dismissal is considered as standing for the proposition that the generation of electro-magnetic waves is a taxable local incident, distinct from the commerce itself, it cannot be justified on the basis of existing decisions of this court."

The brief pointed out that the dismissal leaves the broadcasting industry and state and municipal tax authorities in doubt as to which of two propositions of law the court considers settled:

". . . Whether broadcasting to listeners both within and without the state can be called intrastate commerce, or . . . whether the generation of electro-magnetic waves is a local incident which may be Constitutionally taxed."

Cites Previous Decisions

Citing Supreme Court decisions in cases in which firms were engaged in part in interstate commerce, the NAB brief said:

"The Supreme Court has never held that mixed interstate and intrastate activity which is physically inseparable could be reached by an indiscriminate tax upon the business as a whole. It has never been held that a tax could be validly imposed on the privilege of doing an intrastate business, where such business was physically inseparable from interstate activities.

If the Little Rock station's activity is exclusively interstate activity, the brief added, the Crutcher vs. Kentucky case cited by the court in its dismissal "is authority for the invalidation of the tax, not for sustaining it; the privilege of engaging in interstate commerce cannot be taxed."

NAB said broadcasting is interstate, not intrastate commerce, and cited the Fisher's Blend case, "the only case involving state or local taxation of radio broadcasting stations which has previously come before this court."

The Fisher's Blend case, the brief recalled "held unconstitutional a state privilege tax levied on the business of radio broadcasting. There, the tax authorities argued, as they do here, that radio broadcasting is, as a practical matter, intrastate, notwithstanding the fact that radio transmission cannot be confined within state lines. . . . The Supreme Court of the United States . . . rejected this argument and struck down the tax."

NAB General Counsel Don Petty declared that the electro-magnetic energy in question (generated within a microphone by the sound waves striking an electro-magnet) is not of independent value and cannot be sold by the producer and transmitted by someone else, as in the case of electric energy.

The brief added that the issue should not be regarded as insubstantial enough to warrant dismissal "where (a) there was a division of opinion in the court below and (b) the dismissal results in a holding on the merits which is opposed to the great weight of authority in the state and lower federal courts."

"Attention should also be called to the background of the tax ordinance in question," the NAB brief said, and added:

"It is the result of a studied effort by the National Institute of Municipal Law Officers to devise a tax which would not be subject to the infirmities which had led to the almost uniform invalidation of taxes previously attempted to be laid by states and municipalities upon the privilege or occupation of radio broadcasting."

California Commentary

Hollywood

● ● ● Park Avenue Hillbillie Dorothy Shay recently took two weeks off between personal appearances to rest. During her vacation she quested twice on CBS' Edgar Bergen-Charlie McCarthy Show and recorded four sides for Columbia Records. They are "Diamonds Are a Girl's Best Friend," "I'm Just a Little Girl from Little Rock," "Fargo Fannie" and "What Fer Didja?" . . . Dick Haymes waxes a Treasury "Guest Star" 15-minute program this week for release to 2750 radio stations nationally this winter to aid in the sale of savings bonds. Doris Day, taking time off from her Bob Hope radio activities, will record three new sides for Columbia Records this week. . . . Arranger-conductor Frank DeVol will appear in the March of Dimes video version of "Pantomine Quiz" in his usual comedy role, being filmed at the RKO studios this week for release to TV stations exclusively for the forthcoming MOD campaign. . . . Peggy Ryan and Ray McDonald will wax an audition platter of their half-hour situation comedy program in December when they return from their European jaunt and agent Eddie Sherman plans to sell the show to the ABC Network on a participation sponsor basis. Fred Heider will script.

☆ ☆ ☆ ☆

● ● ● Jack Benny's Rochester is being considered as the lead for a satirical whodunit, "Five O'Clock Shadow," being auditioned here within the next two weeks. . . . Dore Schary, MGM veepee in charge of production, guested on Louella Parsons' broadcast Sunday, Nov. 6, over the ABC and Mutual webs. Schary discussed stories and behind-the-scenes incidents in making "Battleground." . . . Tommy Dorsey flew in from Houston for a day to huddle on a new video show. . . . Alan Dale of CBS' "Sing It Again" has just signed a contract with Columbia Records. . . . The Metropolitan's lovely mezzo-soprano, Blanche Thebom, who is here with the SF Opera Co. for their current LA season, was a guest on the Standard Hour over NBC.

☆ ☆ ☆ ☆

● ● ● Steve Allen, currently deejay on a midnite hour over KNX, the CBS station in Hollywood due for national acclaim. . . . Eddie Cantor, emcee of NBC's "Take It or Leave It," is in San Francisco, where he will tape two shows. . . . Screen Star Van Heflin guested on CBS' "Suspense" show Nov. 10th. . . . Piano sensation Paulena Carter was a guest of Lucille Norman on "Hollywood Music Hall," Nov. 9th over Columbia Pac. Network. . . . Gloria Swanson, old-time movie queen, may be seen on television soon. A TV package with her as star is being readied. . . . George Jessel has rejected a flattering offer to star on CBS-TV because he can't spare the time from his film duties. . . . Emcee Jack Bailey will take Mutual-Don Lee's "Queen for a Day" out of town on two successive weekends, for special perfomances in Seattle and Tacoma, Washington, and Fresno, Calif.

CBS Time Sales Up Both In Radio And TV

(Continued from Page 1)

hour shows, one afternoon 30-minute program and a five-a-week series. In addition a one-time broadcast has been purchased by Gillette Safety Razor Company for its coverage of the Orange and Rose Bowl football games on January 2. The Ken Murray TV show will be a full-hour Saturday show, 8:00-9:00 p.m., on alternate weeks, starting January 7.

Radio and TV shows included in the $5,000,000 time sales during past month are "House Party," to be aired Monday through Friday, 3:30-3:55 p.m., EST, starting January 3 under the sponsorship of Pillsbury Mills, Inc.; "Get More Out of Life," Saturdays, 2:30-3:00 p.m., starting January 7 for William H. Wise and Co.; "Skippy Hollywood Theater," Thursdays, 10:30-11:00 p.m., starting December 1 for Skippy Peanut Butter, and "Life With Luigi," starting January 10, 9:00-9:30 p.m. for Wm. Wrigley Jr. Co.; the "Ken Murray Blackouts" TV show; the U. N. television series sponsored by Ford Motor Company; the Thanksgiving Day full-hour simulcast show sponsored by Longines-Wittnauer Watch Co., and the Nov. 24 60-minute TV holiday show purchased by Hotpoint, Inc.

Other Columbia Broadcasting System one-time radio sales announced are the full-hour Xmas Day drama, "Servant in the House," 5:00-6:00 p.m., to be sponsored by Hotpoint, Inc.; and the Notre Dame-Southern California game coverage Nov. 26 to be sponsored by Pontiac Motor Division of General Motors.

WOR's Christmas Fund To Aid 74 Hospitals

Patients at 74 hospitals in the New York metropolitan area will benefit this year from proceeds of the fifth annual Christmas Fund on WOR, New York.

In addition to gifts of toys, clothing and layettes for children in the wards of all 19 New York City hospitals, three New Jersey municipal hospitals, and Grasslands Hospital in Westchester, maternity ward patients in 51 Voluntary Hospitals will share in WOR's Christmas Fund benefits for the first time this year. WOR and WOR-TV staffers have prepared 4,150 layettes for infants born in those hospitals during Christmas week.

Sponsor Who-Dun-It Series

A new who-dun-it series, The Adventures of Mike Shayne, is now being heard over WOR on Friday nights under the sponsorship of Egan, Fickett & Co., distributors of Nevins Indian River fresh oranges and grapefruit. Brett Halliday is writing the shows and the lead is being played by Jeff Chandler, screen and radio star.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 23, 1949—TELEVISION DAILY is fully protected by register and copyright

DuMONT PLANS NEW COLOR-TV

TELE TOPICS

ABC'S COVERAGE of the Metropolitan Opera opening Monday nite was on most counts a vast improvement over last year's effort. No auxiliary lighting was used, yet almost all shots of the action on stage registered with perfect clarity—a tribute to the technical advances the medium has made during the past twelve months. Burke Crotty's direction, assisted by Frank Vagnoni, again showed traces of unfamiliarity with the opera, but for the most part the cameras followed the action effectively. The work itself, "Der Rosenkavalier," was too long for all but the most avid opera lovers and lacked the dramatic impact of last year's opener, 'Otello," but because it is a comedy, the awkward postures of the singers were not as detracting. Too often, however, the principals were all but invisible because of the long shots used to capture the huge sets and pageantry of the play. . . . First intermission took viewers backstage, but instead of showing the intricacies of mounting the second act set, the cameras picked up Edward Johnson and a procession of artists and technicians in back-patting interviews. From here they switched to Sherry's where viewers saw scores of formally-attired opera patrons jammed together like rush-hour and staring and waving at the cameras like the low-brows at a wrestling match. During the second intermission. Deems Taylor briefly interviewed about a dozen assorted celebrities.

•

UPWARDS OF $40,000 for time will be spent by Hamilton Watch Co. for airing its five-minute "Peggy and Jim" films. Campaign, which began Monday and runs through Dec. 18, covers 30 stations in 16 markets and will show the film, made by Screen Gems, 183 times. BBD&O handles the account. . . . CBS trying to land a bankroller for a series of Saturday nite college basketball and track pickups from the Garden. Web will not carry the sports sustaining, however. . . . Producer Irving Brecher has moved filming of "Life of Riley," on NBC to the Columbia lot in Hollywood where larger sets will make possible greater flexibility. Series, on 35 mm., formerly was filmed on one stage at Filmtone.

•

NEW-TYPE TALENT SHOW with Robert Q. Lewis as emcee will be auditioned by CBS Dec. 1 as a full-hour simulcast. Produced by Lester Gottlieb, show will be in effect an on-the-air talent audition with various bookers invited to appear on the show to se'ect acts on the basis of their stints on the program. Lou Meltzer will script and Alex Leftwich will direct. No starting date has been set. . . . Larry Racies will unveil a new 15-minute film comedy series starring Jerry Colonna at a press preview Friday.

Now In Experimental Stage, Commission Is Told; FCC Asks Field Tests Of Polychrome Systems Using Stock Tele Receivers In Audience-Homes

(Continued from Page 1)

have to be an expert to see it. The two-day tests have convincingly demonstrated the superiority of CBS color over RCA color and black and white."

During yesterday's demonstrations, FCC engineer Edward Chapin showed a Bendix set to which he had added a switch device, inside the cabinet, to make it possible to receive in black and white the 405-line color transmissions being sent by WOIC, which was originating the CBS signals. The same set, built to the 525-line standard, then brought in the 525-line signals of the other local stations.

Draws RCA Protest

It was later learned that the Chapin demonstration drew protests from RCA, with an accusation that the Commission was "taking sides" in demonstrating a device to make the CBS system seem more attractive. The protest was rejected in a closed-door session during which FCC Chairman Wayne Coy is said to have remarked angrily that the Chapin switch should have been developed by the industry, but that since it wasn't someone had to do it.

As soon as possible, the Commission said, proponents of the various color systems "should start a series of field tests with a reasonable number of receivers distributed both to technical and non-technical persons not connected with the development of the system, in order to determine the adequacy of system as used by a representative cross section of the public. The tests should be conducted at least one hour per day for a period of at least 30 days to determine not only the usability of receivers in the hands of the public, but to determine if any unforeseen deficiencies come to light that may require modification or abandonment of the particular system.

"While such tests are being conducted, receivers should be used that are representative of commercial production and should include receivers for:

Usages Listed

"(1) Black and white from color transmissions on existing receivers, adapted if required.

"(2) Color reception on existing receivers, converted, and adapted if required, to receive color.

"(3) Black and white from color transmissions on new receivers especially built to receive black and white images from color transmissions in accordance with the proposed standards.

"(4) Color reception on new receivers especially built to receive color images from color transmissions in accordance with the proposed standards.

"The color programs used for these tests should cover a variety of material. During the transmission of color television programs, it is expected that many stations and network problems relating to transmission standards will be revealed."

Sets Reach 3,000,000 Mark; See 7,500,000 By End Of '50

Receiver installations throughout the country totalled 3,025,000 by Nov. 1, Hugh Beville, Jr., NBC research director, announced yesterday. At the same time J. R. Poppele, president of TBA, predicted that ownership would exceed 7,500,000 by the end of 1950.

2,565,000 On Oct. 1

Set installation figures had reached 2,565,000 for Oct. 1. However, this does not mean that there was an actual increase of 460,000 sets during the month of October. Some of this increase took place during the month of September but due to a lag in reporting from several areas it was not picked up until Nov. 1.

During September and October, 1949, 715,000 sets were sold. By Nov. 1, 1948, a total of 718,000 sets had been sold.

Some 27 per cent of the sets are now installed in New York. A year ago New York had 45 per cent of the sets.

"At the rate of 80,000 receivers a week—or better—a minimum of 4,000,000 additional TV sets can be expected on the market during the next year," Poppele said. "This year's output will exceed 2,500,000. Combined with the 1,000,000 sets last year and the 4,000,000 likely to be produced in 1950, receiver ownership will soar to 7,500,000. And this is only the beginning of the expansion of television."

Scenic Artists Strike Against 4 Nets, WPIX

Local 829, United Scenic Artists, yesterday called a strike against five major television broadcasters of New York—ABC, CBS, NBC, DuMont and WPIX.

In a joint statement issued last evening, the five struck organizations declared:

"Ignoring negotiations in progress this evening before the New York State Mediation Service, a strike was called today by the United Scenic Artists, Local 829, against five major television broadcasters in New York City.

"The wage scale sought by the union in the new contract under negotiation would increase the minimum pay for art directors from $7,540 to $13,000 a year.

"This demanded wage scale, representing increases up to 73 per cent of the existing minimums, is unreasonable and unjustifiable in the face of present costly television operations.

Charge Dual Purpose

"During the negotiations the union indicated that another primary objective of the strike is to force all television scenic work into the theatrical scenery workshops. The union, in fact, has offered to do the video scenic work on the outside, in union theatrical shops, even if it is necessary to cross the union's own picket lines to deliver the work."

According to Rudy Karnolt, business manager of Local 829, United Scenic Artists, the three-year contract with the webs granted a "38 per cent concession" on wages compared with the movie and stage standards because of TV's infancy. This pact expired Sept. 31 and a new agreement would be retroactive to that date.

Old scale for the workers covered by the union was from $75 to $145 a week, Karnolt said, compared with the theater and movie scale of $135 to $185.50, which the union is now seeking. While the union's goal is equal wages with those paid in the other two fields, he said, it has authority "to accept something less."

Sales Of Tele Receivers Over 100,000 In Baltimore

Baltimore—Sales of 12,281 receivers during October has raised the total number of installations in this area to 100,036, the Television Circulation Committee of Baltimore reported yesterday.

AGENCIES

SALES AFFILIATES, national distributors of Zotos Fluidwave, new beauty salon permanent wave, will sponsor Ann Sothern in "The Adventures of Maisie," beginning Thursday, November 24th, over WMGM, 7:30-8:00 p.m. The agency is Getschal & Richards, Inc.

ADAM J. YOUNG, Jr., INC., has been named national representative for KLEE of Houston, Texas.

DANIEL H. PRICE has become an associate and vice-president of Ritter, Sanford and Price, Inc. The agency was formerly Ritter and Sanford, Inc.

DAVID S. GARLAND is the new head of the copy department at Chambers and Wiswell, Inc., Boston.

LOUIS G. MENNA has resigned as art director of Ted Bates and Co.

DENMAN & BETTERIDGE, INC., Detroit advertising akency, has appointed William H. Botsford as public relations director and account executive. Botsford was with The Detroit News for 15 years and more recently was a vice-president of Sills, Inc., Chicago public relations counsel firm. Denman & Betteridge is the advertising agency for the Fort Industry Company, Detroit.

IVAN T. GALANOY has been appointed publicity director and copy chief of Dinion and Du Browin, Inc. He was formerly editorial director of the Greater West Association Agency in Los Angeles.

C. D. PROCTOR has been appointed manager of the newly created division of sales services of G. M. Basford Co.

G. RANDOLPH ELLIOTT has been appointed field director of television research for Daniel Starch and Staff.

H. W. FAIRFAX ADVERTISING AGENCY, New York, has been named by the Gillespie Varnish Co., Jersey City, makers of Gillespie paints and Bull Dog paint remover.

THE WALKER COMPANY, radio station representatives, is moving to larger quarters at 347 Madison Avenue on November 10.

WBAL
means business
in Baltimore

COAST-TO-COAST

Opera Show Sked.

Boston, Mass.—The Metropolitan Opera Broadcasts, which return to the air over WCOP will be preceded this season by "The Music Gallery," special WCOP broadcast. The show will be conducted by Elsie Sears, and will open with the story of Camile Saint-Saens, composer of "Samson and Delilah," on November 26th.

Hymes Appt'd WLAN Post

Lancaster, Pa. — Frank H. Altdoerffer, president of the Peoples Broadcasting Co., announces the appointment of John D. Hymes as manager of Station WLAN. Hymes has been assistant manager and commercial manager of WLAN for the past year and a half and was previously with CBS.

Speechless Emcee

Cincinnati, Ohio—Ruth Lyons of WLW's "Morning Matinee" program, is seldom stuck for words but a recent interview with a resident of Alshley, found her silent for a few moments. The man being interviewed told Ruth he lived north of Beggar Louse Hill, not far from Hog Back Road, near Toad Street, all of them real places.

Mr. & Mrs. Show Set

Stamford, Conn.—Bill and Merry Reynolds open a "husband and wife" program over WSTC and WSTC-FM, next week. The program will be in addition to Bill's duties as regular staff announcer.

Kids Day Program

Hollywood, Calif.—A special half-hour star variety show honoring Kiwanis National Kids Day was aired over KFWB. Featured on the program was such well known stars as Bob Hope, Bergen and McCarthy, Walter Winchell Jimmy Fidler, Arthur Godfrey, Drew Pearson, Bing Crosby, Dinah Shore and others.

Special Holiday Program

Milwaukee, Wis.—"The Symphonette" and "The Choraliers" will join forces for a special hour-long "Thanksgiving Day Festival" to be presented on WTSN at 4:00 p.m., November 24th. Musicians and singers will participate in the program of popular, classical and traditional American songs, celebrating the spirit of the day. Soloists will include Leonard Stokes and Hubert Hendrie, vocalists, and Leonid Hambro, concert pianist. "Thanksgiving Day Festival" will be aired under sponsorship of Longines-Wittnauer Watch Company.

Millisor Joins WSAZ

Huntington, W. Va.—Bob Millisor of St. Marys, Ohio, and formerly affiliated with a Paintsville, Ky., station has joined the announcing staff of WSAZ. He will also do some off-camera announcing duties with WSAZ-TV.

Program Moves To Riviera

Port Washington, L. I.—"The Port Washington Hour," weekly radio show on Station WKBS, began a new series of broadcasts recently from Long Island's restaurant and supper club, the Riviera. In addition to popular recordings, the show will feature local news and information on forthcoming events in and around Port Washington. Bernie Mann, manager of the Riviera, will describe highlights in the entertainment field.

Late Listening Show

Richmond, Va. — The WMBG "Dance Party" program is heard every night from 11:30 to 1 a.m. The show is slanted at the late time listeners and features music requested by listeners. In addition, disc jockey Ralph Jones interviews personalities in the music world.

Gatewood Slogan Contest

Indianapolis, Ind. — Early this month the Floyd Gatewood Company, sponsors of "Uncle Wally Reads The Funnies," began awarding prizes to the first boy and girl winners in the new safety slogan contest. The contest ends December 18th. Each Sunday, one line of a two line slogan is given on Wally's broadcast. The kids fill in the last line and send their slogan to station WIRE.

WISN Football Windup

Milwaukee, Wis.—On November 26th, WISN will cover the clash between Notre Dame and Southern California starting at 1:30 p.m. December 3rd, Notre Dame will meet Southern Methodist and the WISN broadcast starts at 1:45 p.m. Both games will be described by CBS sports director, Red Barber.

Swift Contract Renewed

Pittsburgh, Pa. — Jack Swift, KDKA news chief, begins his sixth year under the sponsorship of C. F. Mueller Company with the renewal of the contract for the 12:05 p.m. Tuesday, Thursday and Saturday newscast. Placed through Duane Jones Company, the new contract runs for another 52 weeks.

WDRC 27th Anniversary

Hartford, Conn.—WDRC, which is Connecticut's pioneer broadcaster, is observing its 27th birthday anniversary on December 10. The station was founded by Franklin M. Doolittle, who is now its president. WDRC is a CBS outlet, and also operates a FM affiliate, WDRC-FM.

WHBC Adds Newscast

Canton, O.—The George P. Maloney Motor Company has signed for a 10-minute newscast to be heard at 8:00 a.m. on WHBC. Contract signed by the Chrysler-Plymouth dealer is for one year and the newscaster is John Baker, WHBC's associate news editor.

PROMOTION

Distributing Diary

Nearly one-half million copies of a sixteen page booklet titled: "Report from Europe" featuring NBC commentator Alex Dreier's recent news tour abroad, are about due off the presses for free distribution through about 5,000 Skelly Oil Company outlets throughout the middlewest. The booklet, of Reader's Digest size and printed in two colors, is a datelined, day-by-day "inside" report taken from Dreier's diary, and covers key cities in nine European countries on a trip which extended from August 22 to September 28. It is illustrated with interesting photographs taken enroute and a graphic-center spread showing the commentator's itinerary throughout Europe.

Details of the diary, which promises to "spark-plug" sales at Skelly stations, were developed at Henri, Hurst & McDonald, Incorporated, the oil company's advertising agency.

Laundry Tieup

No matter in what direction they look, be it indoors or outdoors, on the back of Brunswick Laundry slips or on posters adorning the fleet of 150 Brunswick Laundry trucks, Northern New Jersey housewives are constantly reminded that Station WBNX is "1380 on Everybody's Dial." This makes "1380" the listening number for thousands of housewives who are invited to listen Monday through Saturday at 1:45 p.m. to "Piano Stylists," Brunswick Laundry's own program. This dual "King" size promotion was arranged by A. Lewis King, WBNX National Sales Representative.

Book Campaign

Phil Cook will open his eighth annual campaign for books this Friday over WCBS. The books are to be sent to shut-ins and hospitalized patients in greater New York.

The drive will continue until Christmas Day and will be conducted in cooperation with the United Hospital Fund. WCBS listeners contributed some 88,000 books last year in the Phil Cook book drive.

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Invasion of Privacy
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INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY
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BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 36 NEW YORK, FRIDAY, NOVEMBER 25, 1949 TEN CENTS

TV NET PLANS DAYTIME PROGRAMMING

ABC's AM Take Up; Loss Charged To TV

Although revenues from standard broadcasting operations were 1.4 per cent in excess of those for the first nine months of last year, American Broadcasting Company and subsidiaries reported an estimated loss of $482,000 for the nine months ended September 30, 1949, it was announced Wednesday. This loss is after reduction for recovery of Federal income taxes under carry back provisions of the Internal Revenue code. For the same period of the previous

(Continued on Page 8)

Levoy Heading East For Video-Film Deal

West Coast Bureau of RADIO DAILY

Hollywood — Gordon W. Levoy, president of General Television Enterprises, Inc., left for New York yesterday to confer with four of nation's top-ranking sponsors on production by GTE of a group of 26-52 subject video film series. Levoy is going east — at request of pending sponsors who had been awaiting publication of current program ratings on GTE product before discussing new series.

GTE's present series, of which 52

(Continued on Page 4)

New ET Program Service Planned By Barrere

The need for one source of data on transcribed syndicated programs has been brought out by a recent survey, according to Claude Barrere of the newly-formed Syndicated Program Information Bureau.

Barrere says 12.4 per cent of 2,032 letters and questionnaires sent to ra-

(Continued on Page 3)

Unique Distinction

Philadelphia — Ruth Welles, who conducts programs for women on KYW, received a medal of honor and a $1500 cash prize during the Freedom Foundation ceremonies at the organization's Valley Forge headquarters. The women's broadcaster was honored for submitting a cookie cutter which shapes cookies like Freedom Foundation emblem.

Selfish Press Agent Slights Co-workers

Editor's note: A press agent for a Washington radio station last week took credit for the generosity of his station in soliciting blood donors for an ailing WNBW television engineer. What he neglected to report was that all other radio and TV stations entered into the spirit of the appeal and many volunteer blood donors responded. Out of deference to the other broadcasters the facts follow:

Washington's radio and television stations came to the aid of WNBW television engineer Ed McGinley last week, and probably saved his life. McGinley developed serious complications while undergoing a nasal operation at Garfield Hospital. He received over a gallon of blood in transfusions, but the hospital was running out of the rare blood type needed. Station WRC, where McGinley had been a recording engineer, was informed. The WRC newsroom and announcing staff immediately contacted other stations in Washington with a plea for station break appeals for blood donors.

Bulletins, and personal pleas from disc jockeys on other stations, all but swamped the switchboards of the radio and TV outlets. WTOP received a volunteer call from Connecticut. WRC and WMAL each received seventy calls, with the operators unable to handle more. The following morning, the hospital reported McGinley still weak but out of danger. Stations cooperating, and checking on Mac's progress through the evening, were WOL, WWDC, WMAL, WINX, WEAM, WTOP, WASH, WRC, and television stations WTTG, WOIC, WMAL-TV and WNBW.

DuMont Announces 5-Day-Week Sked Using 2-Hour Program For Co-Op Sponsorship In Key TV Cities

A Plan to help develop daytime TV programming in inland cities and bring low-budget advertisers into the medium was revealed Wednesday by the DuMont network in announcing that it will syndicate —a daily two-hour program to affiliates at a cost not to exceed $100 an hour.

Titled "At Your Service," the program will be fed live to stations on the cable and also via transcription. It will provide for local cutins for one minute commercials. Program will be sold to affiliates on

(Continued on Page 7)

Lauds Radio Support Of Fresh Air Fund

Free air time donated to the Herald Tribune Fresh Air Fund by more than 275 cooperating radio stations in the Fund's primary thirteen-state area has accounted for a considerable percentage of children placed with rural families for annual vacations, according to Frederick H. Lewis, executive director. The Fresh Air Fund expects to send more than 10,000 needy New York City chil-

(Continued on Page 3)

Census Slogan Planned By Advertising Council

A campaign to attract public attention to the 1950 census was announced yesterday by Robert R. Mathews, volunteer coordinator of the campaign for the Advertising Council. The slogan "Helping the Census Helps Uncle Sam. Make Sure You Count in America's Fu-

(Continued on Page 2)

Coffin Joining RCA-Victor As Director Of Advertising

Camden — Ralston H. Coffin has been named director of advertising for the RCA Victor Division, it was announced by Robert A. Seidel, vice-president in charge of distribution. Coffin will assume his new post

(Continued on Page 3)

Special Xmas Show Features Many Stars

A special Christmas program, "The Joyful Hour," featuring many stars of screen and radio is being readied for broadcast over MBS on Sunday, December 18th by the Rev. Patrick Peyton, producer of The Family Theater.

Among the popular singers to be heard on the Joyful Hour this year

(Continued on Page 3)

So. Calif. Radio Group Continuing Crusade

The Southern California Association for Better Radio and Television, continuing its crusade for better radio and TV programming, will hold its first open meeting on Nov. 28, it was announced this week. Topics for

(Continued on Page 2)

Richards Isn't Selling KMPC To NBC; Negotiations Ended

Detroit—Negotiations for the purchase of KMPC, G. A. Richards 50,000-watt station in Los Angeles, by the National Broadcasting Company were called off on Wednesday by mutual agreement of the parties. NBC has long desired to have its own outlet in the West Coast radio capitol and made an offer to Richards recently which was considered because of Richards' wish to retire. This was in spite of the fact that the offer was considerably less than other offers made for KMPC by NBC in the past. The negotiations were called off when NBC wanted certain guarantees in the purchase

(Continued on Page 3)

On Strenuous Side

The Stork Club, "21," and El Morocco were all by-passed Tuesday night when agency personnel at Benton & Bowles and McCann-Erickson tossed aside their jackets to compete for top billing on the basketball court. Captained by Don Chapman, media, and led in scoring by Ed Walsh, Art Dept. of B & B came out on top—58 to 47.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(*November 23*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7¾	7½	7½	— ¼
Admiral Corp.	15⅛	15	15	.....
Am. Tel. & Tel.	146⅝	146½	146⅝	+ ⅛
CBS A	25⅛	24⅞	25	.....
CBS B	25	24¾	24¾	— ¼
Philco	30½	30¼	30½	+ ¼
Philco pfd.	83¾	83½	83¾	+ ¾
RCA Common	13	12½	12½	— ½
Stewart-Warner	12	11⅞	12	.....
Westinghouse	28⅜	27⅞	28	— ⅛
Westinghouse pfd.	100¾	100½	100½	— ½
Zenith Radio	28¾	28¾	28¾	+ ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¼	15	15¼	+ ¼
Nat. Union Radio	2⅝	2½	2½	— ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14¼	15¼
Stromberg-Carlson	14	15¼

UNUSUAL SPONSORS TAKING TO AIR

Hollywood—Unusual type sponsors will be taking to the airwaves during the coming holidays as a result of a unique type of program designed by Cardinal Company, radio-TV production firm here.

Joseph F. MacCaughtry, president of the firm, revealed the production organization's four "radio Christmas cards," designed for local station sales and broadcast, are drawing out unusual type of sponsors who find it convenient and feasible to employ the transcribed shows for blanket holiday greetings to friends or customers.

"Xmas-4" sponsors include: doctors, lawyers, employee groups, political figures, service clubs, and civic organizations.

Cardinal's holiday greeting cards consist of quarter-hour shows ranging from holiday music type to dramatization of the Nativity, and are ideal for Christmas week programming.

Last minute orders are being handled from company's Hollywood office, 6000 Sunset Boulevard, Calif.

Advt.

☆ COMING AND GOING ☆

HUBBELL ROBINSON, JR., Columbia network vice-president and director of programs, today will leave New York for three weeks on the West Coast.

DENNIS DAY is back in Hollywood following three weeks in New York on business. En route back to the Coast, he stopped in Philadelphia to do a benefit for the National Jewish Hospital of Denver.

LARRY BROWN has taken over emcee duties on the "Luncheon at Guy Lombardo's" program over WGBB, Freeport, L. I., which emanates from the band leader's restaurant in that town.

DAVID W. WHITE, producer af "Light Up Time," starring Frank Sinatra and Dorothy Kirsten, is originating the show in New York. The program is scheduled to return to Hollywood about Dec. 19.

JESSE BIRNBAUM, of the press department at NBC, has returned from St. Louis, where he participated in the network's coverage of the Barkley nuptials.

SOL GOLD, commercial manager af WFEA, Manchester, N. H., arrived in Gotham last week for conferences with officials of the Columbia network.

WILLIAM SHAW, assistant sales manager of KNX-Columbia Pacific Network, is back on the West Coast following a short business trip to New York.

CHRIS J. WITTING, assistant director of the DuMont Television Network, on Monday will be in Chicago to confer with Paul Schreiber, general manager of WGN-TV, Windy City affiliate.

JO STAFFORD left town yesterday for the West Coast.

JOHN DERR, assistant director of sports for CBS, is in South Bend, Ind., where tomorrow he will direct and produce the network's coverage of the game between Notre Dame and Southern California.

GENE KRUPA and the members of his band are in Columbus, Ohio, filling a two-week engagement at the Deshler-Wallick Hotel.

HOWARD MEIGHAN, Columbia network vice-president and general executive in charge of the West Coast division, is back in Hollywood following a two-week trip East.

AL HARDING, sales manager of WCCO, Columbia network outlet in Minneapolis, is spending a three-week vacation in Florida.

JACK BECK, director of news broadcasts for the Columbia Pacific Network, who was in New York last week, has returned ta his Hollywood headquarters.

DON SEARLE, formerly a veepee at ABC in charge of the Western division and now a prominent Kansas broadcaster, arrived in New York last week.

So. Calif. Radio Group Continuing Crusade

(Continued from Page 1)

discussion will include, "Do crime programs on radio and video have any effect on children?," Should giveaway shows be banned from the air?," and "How can radio be used for both show business and education?" The SCABRT last year went on record as favoring the removal of crime programs from TV broadcast schedules between the hours of four and nine p.m.

Speakers Listed

Panel speakers at the open meeting will include Dr. Walter Kingston, Head of the Radio Division, UCLA; Dr. Richard Atkinson, lecturer; and Mrs. W. J. Armstrong, former PTA radio chairman. Moderator will be Rev. Clifton E. Moore, chairman of the Radio Committee of the L. A. Church Federation.

Census Slogan Planned By Advertising Council

(Continued from Page 1)

ture," will be used and other advertising media.

The Advertising Council is cooperating with the Bureau of Census of the Department of Commerce in promoting the advertising. Benton and Bowles is volunteer agency.

Mathews, vice-president in charge of advertising for the American Express Co., says business and advertising groups will contribute thousands of dollars worth of time and space to back the census.

WBEX Changes Hands

Harry Callaway, secretary-treasurer of the Shawnee Broadcasting Co., Chillicothe, Ohio, has announced sale of WBEX, Chillicothe, O., to W. A. Graham and associates, of Lafayette, Ga.

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW" • MUTUAL

CKLW

Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

Are you buying lots of WATTS or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

KMPC Won't Be Sold To NBC; Talks Ended

(Continued from Page 1)

contract which were too difficult of fulfillment by the Richards group.

One of these guarantees was that KMPC would definitely obtain 50,000-watt operation at night within six months. KMPC presently has a construction permit for the higher power but has been operating with 10,000 watts during night hours until engineers could work out a somewhat complicated directional antenna problem.

Without this, and other guarantees which no licensee can make because they are the prerogative of the FCC, NBC then insisted on a move of the transmitter to a new location, with the cost of such a move to be borne entirely by the present KMPC owners. This amounted to a further substantial reduction in price and was unsatisfactory to Richards and his associates.

Advertising Guide To Be Issued Soon

The fourth edition of "A Guide for Retail Advertising and Selling" will be published shortly after January first by the Association of Better Business Bureaus, it has been announced.

Edward W. Gallagher, chairman of the Association's Advertising Standards Committee, says his group has just completed a four-day session in New York to consider revisions to the "Guide." He added that recent Federal Trade Commission rulings, changing merchandising conditions, new advertising and selling methods, and new products, created a need for the revision.

The new edition will be distributed by Better Business Bureaus throughout the United States and Canada, according to Mr. Gallagher. He believed that the price would be a dollar a copy as in the past.

Mr. Gallagher has served on the committee for eighteen years and is now assistant manager in charge of merchandising activities of the Boston Better Business Bureau.

Other committee members working on the revisions are: K. B. Wilson, operating manager of the National Bureau; and K. W. Hood and A. B. Johnston, assistant managers in charge of merchandising in the St. Louis and Chicago Bureaus, respectively.

Hotpoint Will Sponsor Christmas Show On CBS

Hotpoint, Inc. will sponsor a special full-hour dramatic presentation over the full CBS network on Christmas Day. Hotpoint Hollywood Hour will feature an adaptation of Charles Kennedy's "Servant in the House" starring Henry Fonda as narrator, Gregory Peck, Rosalind Russell, Dorothy McGuire, Mel Ferrer, and Charles Boyer.

Radio Praised For Assistance To 'Tribune' Fresh Air Fund

(Continued from Page 1)

dren to the country, each for a minimum two-week stay, next year.

The Fund's use of radio increases each year, said Mr. Lewis, and pointed to the recent announcement of the formation of a Radio Committee, under the chairmanship of Earl C. Pace, manager of WFTR, Front Royal, Vt., as an example of the integration of radio activity into the Fund's overall promotional activity.

N. Y. Stations Give Support

Mr. Lewis said that metropolitan New York stations had given time for more than 200 radio programs in the past year in addition to innumerable station breaks and spot announcements seeking funds. Rural stations, he continued, have done a "tremendous job" in educating host families as to how to go about getting the most out of each visit for the children involved and have accounted for the placement of a great percentage of children with families who had not before played host.

Programming Example Cited

As an example of the latter service category, Mr. Lewis pointed to the job done by Jack Barry, MC of WJOY's "You Asked For It" program. Mr. Lewis said that Barry had accounted for the placement of more than 60 per cent of the 107 children placed for vacations in the Burlington, Vt. area. In addition, Mr. Lewis said, Barry did the job after starting three weeks late in the last ten days of the placement drive.

The Fresh Air Fund is endowed but actually receives most of its $300,000 annual expenditure through contributions. Vacations are given needy children recommended to the Fund by cooperating social service agencies during the summer months and over the Christmas holidays. The Fund has been in operation for seventy-three years.

Stressing the part that radio publicity plays in the Fund's activities, Mr. Lewis cited station WHCU, Ithaca, N. Y. He said this station last summer gave time for twenty spots, six Jack Deal shows, 25 Gertrude Grover programs and eight Community Corners programs.

WNBC, New York, this year devoted one whole day's programming to publicizing the Fund's work and most New York local station personalities have given periods of time.

Fund Radio Com. Named

Serving as members of the Fund's Radio Committee along with Mr. Pace are: Charles R. Thon, WEEX, Easton, Pa.; Walter F. Deeming, WDOS, Oneonta, N. Y.; Bill Krough, WGLN, Glens Falls, N. Y.; Michael Hanna, WHCU, Ithaca, N. Y.; A. E. Spokes, WJOY , Burlington, Vt.; Robert E. Johnson, WHOB, Gardner, Mass.; Robert Lesher, WJEJ, Hagerstown, Md.; Joseph K. Close, WKNE, Keene, N. H., and Elton Hall, WVPO, Stroudsburg, Pa.

This period of the year is the Fund's second busiest, after the summer months, as the six-man Fund staff sets about lining-up homes for children to visit over the Christmas holidays.

Coffin Joining RCA-Victor As Director Of Advertising

(Continued from Page 1)

in Camden on December 1. He has been associated with McCann-Erickson, Inc. as an account executive for the past five years.

Survey Of Wired Music Reported By Muzak

Music at work was favored by 97.4 per cent of the office employees at the Fireman's Fund Insurance Company in New York, according to a recent survey. The music by Muzak is heard at half-hour intervals from 8 a.m. to overtime in the tabulating, statistical, and entry and marine policy writing departments.

115 out of 118 employees favored the Muzak music and the company now plans to expand the service.

Special Xmas Show Features Many Stars

(Continued from Page 1)

are Bing Crosby, Dennis Day and Ann Jamison. Licia Albanese and Guiseppe Di Stefano, of the Metropolitan Opera Company, and Mario Lanza will handle the classics.

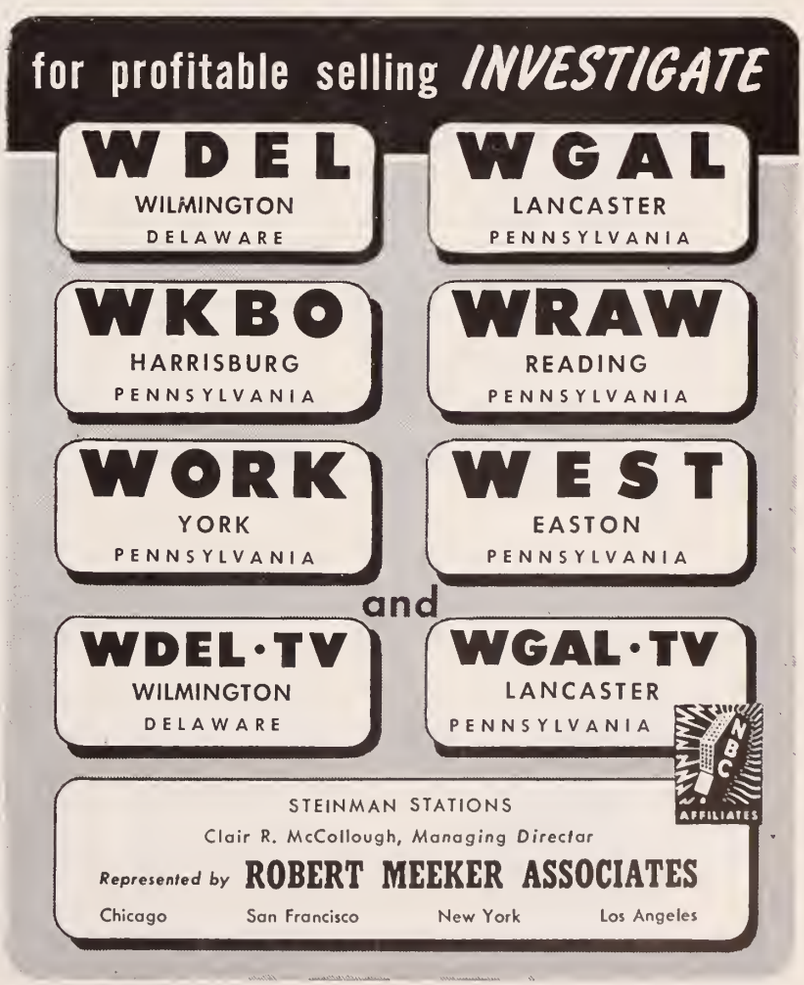
A portrayal of the Nativity scene will include MacDonald Carey in the role of St. Joseph and Ann Blythe as the Virgin Mary. Other stars to be heard are: Don Ameche, Jeanne Crain, Roddy MacDowell, Maureen O'Hara, Ricardo Montalban, and Maureen O'Sullivan.

New ET Program Service Planned By Barrere

(Continued from Page 1)

dio stations have been returned. He adds that only two replies stated that they would have no use for the service. The survey also showed, says Barrere, that 167 stations sought syndicated shows on an average of nine times in the last year.

The Bureau will provide information on available transcribed programs and will be in full operation after the first of the year, Barrere says. The service will be free to the stations seeking information.



SOUTHWEST

TELEVISION staffs throughout the country are learning new things every day, but WBAP-TV, Fort Worth, brought up a new one during a crowded studio audience composed mostly of children. The bazooka-like Zoomar lens was too much of a temptation to one of the youngsters who couldn't find a safe location for his brand-new cowboy hat. When the picture went out several seconds of consternation were consumed before production manager Tommy Thompson discovered the hat had used the Zoomar lens as its resting place.

Levoy Heading East For Video-Film Deal

(Continued from Page 1)

12½ minute subjects have been produced, is currently being aired via Procter and Gamble "Fireside Theater" via NBC-TV, a first run, 30-day revision basis. Talks will take up production of 26 ½ minute subjects with format tailored to sponsor specifications. As in case of "Strange Adventure" series, projected groups of films would be supervised by a minimum of at least four different producer-directors and would draw upon fact and fiction for a variety of subject matter. Levoy expects to remain in Manhattan for several weeks.

Hollywood's New

COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
- Rates from $6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOllywood 9-2701



Windy City Wordage. . . !

● ● ● Ron Mills and Gene Clears of Mills Recording Co. are both expectant fathers. Offsprings are due in January. . . . Lew Green, head of Green & Associates, reports the best season to date for his transcribed "Leahy of Notre Dame" series. More than a hundred stations used the feature this year. . . . Mort Jacobson, head of Morton Radio Productions, is back from a business trip to Minneapolis. . . . Jerry Joss, head of Joss Radio Features, has sold his "Calling All Detectives" to 10 stations. Three recent sales include WGN, Chicago; KYW, Philadelphia, and KMBC, Kansas City. . . . The House of Vision, leading local optical firm, planning to get their feet wet in television shortly.

Chicago

☆ ☆ ☆ ☆

● ● ● Tony Weitzel, columnist for "The Chicago Daily News," has started a nightly five-minute show on WBBM. . . . P. K. Wrigley may start plugging his new package of 18 sticks when he starts sponsorship of "Life with Luigi" after the first of the year. . . . Roy McLaughlin, president of the Chicago Radio Management Club (he's manager of WENR and WENR-TV on the side), can take a well-deserved bow for the top-notch array of guest speakers he has lined up. Ex-presidential candidate Alf Landon is slated to be the club's next guest speaker. . . . Hottest disc jockey in town is Frann Weigel. He has a London recording out which he has done in eight singing voices. . . . It's been synchronized so that it sounds like an octet. He'll be the deejay on the Dunn-Joel "Dick Jockey" TV package which bows in as a weekly program series over WGN-television on December 4th at 5:30 p.m.

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● ● ● Ray Jones, hard-working AFRA executive secretary, is back from Kenosha where he scored a victory in negotiations with WLIP, 250-watt indie station. AFRA got recognition it had been seeking for all microphone personalities and three writers. . . . ABC's Ell Henry can take a bow for the front page publicity he received by tieing up two ABC programs, "Super Circus" and "Larry on Location" in connection with the arrival of Santa Claus by boat Saturday . . . Myron Barg conducting his disc jockey show featuring celebrity interviews from the lounge of the new Telenews Theater. The programs are broadcast over WMOR.

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● ● ● Jim Moran, the Courtesy Man of Courtesy Motors, so pleased with the success of his weekly feature film presentation over WGN-TV that he's renewing the show for another 13 weeks. Agency is Malcolm-Howard. . . . Tommy Bartlett, host of NBC's "Welcome Travelers" was recently made a member of the Chippewa Indian tribe. He helped some tribe members get foodstuff and clothing. Now they call Tommy a Chippewa off the old block! . . . Fred Kilian, central division director for ABC's TV programs, has appointed Phillip G. Patton executive producer. . . . WHBF-TV will join the ABC-TV network on April 1st. And they're not fooling! . . . Linn Burton's "Second Cup" TV show may soon go across the board. . . . The Harmonicats are working with NBC comedienne Judy Canova at several dates around the midwest. . . . Ex-Chicago radio actress Mercedes McCambridge is drawing raves for her initial motion picture role in "All the King's Men."

AGENCIES

EZRA R. BAKER, formerly sales manager of American Cinefoto Corporation, has been appointed charge of sales for Hollywood Television Productions. Baker has supervised film production work for the National Biscuit Co., Topps Chewing Gum, Aetna Life Insurance, Philco Corp. and Sheffield Farms.

WILLIAM J. MORRIS has joined Wilding Picture Productions, Inc., New York, as account executive. He was formerly connected with the motion picture department of J. Walter Thompson and, more recently, was supervisor of motion picture and television production for Batten, Barton, Durstine & Osborn and The Biow Company.

G. RANDOLPH ELLIOT has been named the field director for television research of Daniel Starch and Staff.

JOHN WOLCOTT, formerly in charge of market research for the Neal D. Ivey, Co., Philadelphia, has been named research director for the Gray & Rogers agency, same city.

JOSEPH E. HALE, for almost 30 years a display representative of the Camden Courier Post News, Camden, N. J., recently joined the sales staff of WCAM, Camden.

CHARLES C. RADOW, former business manager of the Columbus Philharmonic Orchestra, now dissolved, has joined the Cye Landy Advertising Agency, Columbus, O.

Send Birthday Greetings To—

November 25
Miriam Jaffe — Rex Maupin
George Cushing — Kate McComb

November 26
Igor Gorin — Henry Levine
Charles Radcliff — Frank Simon
David Stone — Larry Lowenstein

November 27
Bill Demling — Francis Conrad
George Hogan — Ted Husing
Mary Lynch — William Miller
Mary Livingston

November 28
Frank Black — Joan A. Hewitt
Helen Jepson — Reed Lawton
Elliott Lewis — William Lundell

November 29
Alan Courtney — Claudine French
Margery Knapp — Florence Lake

November 30
Jack Brinkley — Lillian Stone
Noel Corbett — Happy Felton

December 1
B. S. Bercovici — Michael A. Fiore
Ted Hammerstein — Ray Henderson
Mary Martin — Patricia Ryan
Dave Zimmerman

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, Nov. 25, 1949

Parts Group Plans To Ease Show Problem

Chicago—The Association of Electronic Parts and Equipment Manufacturers has referred to cooperating trade associations a proposal to solve the problem of multiple trade shows.

The plan provides for a series of regional get-togethers and sales conferences in key cities and the annual Parts Distributors' Show held in Chicago in May. The proposal was made by the Association's industry and relations committee at the November meeting of the Association.

The manufacturer would then be able to confine his participation to the May show, according to the committee. Sales representatives would meet distributors, other salesmen, and customers at the regional conferences.

The Association also reaffirmed its stand against the multiple shows at its meetings.

Mars TV Expands Plant To Double Production

Mars Television, Inc., Long Island City, N. Y., has relocated their assembly plant in larger quarters at Cornia, N. Y., enabling them to double the production of their TV sets, according to Jack Somber, vice-president and sales manager. The new plant is expected to be operating at full capacity by December 1.

NEW TELECRUISER DELIVERED



The gleaming gold and blue DuMont Telecruiser, parked at the doorstep of its new owners, KBTV, Dallas, Tex., announces to Dallas video viewers that the station has overlooked nothing to bring them the best in TV. According to Sam Cuff of Adam Young Television, Inc., who helped put KBTV on the air, the Telecruiser is the only piece of equipment of its kind to be wholly owned by a TV station.

Magnavox Xmas Drive Largest Ever Launched

The largest sales promotion campaign ever undertaken by the Magnavox Company and its dealers will get under way the early part of next month. The campaign, aimed directly at capturing Christmas trade for the sale of the company's TV, AM and phonograph instruments will feature magazine spreads as well as promotion kits to all dealers.

Woolworth Plans Special RCA 45 RPM Booths

Philadelphia—Because of the success of RCA's 45 rpm record player and record sales at a special booth in the Woolworth store located on Chestnut Street here, the chain outlet plans to add booths to ten additional stores in Camden, N. J., Wilmington, Del., Allentown, Easton, Jenkintown, Norristown and other stores in Philadelphia, Pa.

PRODUCTION PARADE

Plug-In Volt-Amp Tester

A new general-purpose volt-ampere checker that just plugs in between line and connection cord, and provides simultaneous voltage and amperage readings directly off two dials, is announced by Industrial Devices, Inc., Edgewater, N. J. Model 900 Volt-Amp Tester is rugged enough so that it can be safely carried about in the serviceman's tool bag.

Black Tube Available for ITI Sets

Industrial Television, Inc., of Clifton, N. J., has announced that the new "black tube" will shortly be available in all 12½" models of its line. The "black screen" CRT will be optional on the 12½" receivers and will carry a suggested retail price premium of $10. Cost at the factory will be an additional $5.

Anniversary TV Set By Pilot

In honor of its 21st year in TV, Pilot Radio Corp., Long Island City, N. Y., has introduced its new 'Anniversary' TV model TV-123. The new model is a 12½-inch unit with built-in antenna, sensitive enough to perform in most areas without outside aerial. The new unit can also receive FM radio and has a phonojack plug-in to which any phonograph can be connected. Set will list for $269.50.

GE Viewfinder For TV Cameras

A new electronic viewfinder for GE's TV studio cameras has been announced by the company. Company claims it gives the operator a brighter image as well as an exact reproduction of the scene being televised. Circuits are newly developed and show improved performance in eliminating distortion.

Zenith Elects Ellett V.-P. Research Head

Dr. Alexander Ellett has been elected vice-president in charge of research by the directors of Zenith Radio Corporation, it has been announced by Commander E. F. McDonald, Jr., president.

Since 1946 Ellett has headed Zenith's research laboratories. One of his major contributions has been to Phonevision, a Zenith development which Ellett made commercially practicable. Phonevision is a method of combining the telephone wire with regular TV transmission to provide pay-as-you-see home viewing of first run motion pictures and other theatrical entertainment.

Developed War Devices

Ellett came to Zenith after serving as head of Division 4 of the NDRC, during World War II, where he directed the development of the V-T proximity fuse for bombs and rockets. In June, 1948, Ellett was awarded the President's Medal for Merit, the highest award given to civilians by the President, for his development of the proximity fuse and of printed ceramic circuits.

Before joining NDRC in 1948, Ellett was professor of physics at the University of Iowa, where his major research activities were in spectroscopy, atomic and molecular beams, and in nuclear physics. He served two years in the service in World War I.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

ENGINEERS—CONSULTANTS

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. Washington 4, D. C.
1407 Pacific Ave. Santa Cruz, Cal.
Member AFCCE

L. W. ANDREWS, INC.
RADIO CONSULTANTS
219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

GEORGE P. ADAIR
Radio Engineering Consultants
EXecutive 1230
EXecutive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"
Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY— PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

THE MARINERS
(featured on Arthur Godfrey Radio and TV Programs)
•
First COLUMBIA RECORD #38624
"Leprechaun's Lullaby"
"Island of Oahu"

THAT LUCKY OLD SUN
sung by
LOUIS ARMSTRONG
with
GORDON JENKINS
Orchestra and Chorus
on
DECCA #24752
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY:—Sophisticates along the Big Apple have agreed that with few exceptions there are four themes in popular songs, namely songs of love for "Mother," "Sweetheart," "Baby" and "Home." . . . yet a glance at the latest group of fifty 'most played songs' of the week lists but two numbers which have the word "love" in the title. . . . "You're In Love With Someone," Kramer-Whitney Music and "Makin' Love Ukelele Style" published by Mayfair. . . . one of the few exceptions, mentioned above is "I've Got A Lovely Bunch of Cocanuts," published by Cornell. . . what we're trying to establish is that tunesters are cleverly saying the same old things in new and unique ways. . . . another thing is the progress made since those old days of the early talkies when it seemed that all a composer had to do was add the words 'I Love You' to the picture's title. . . . remember "Woman Disputed, I Love You."

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● ● ● Fred Stryker, head of Fairway Music, left for Hollywood Sunday after a week in town. . . . firm has a sure hit in the new blues, "I Don't Know Why I Love You" (But I Do Do Do) written by Red Rowe and Jimmy Wakely. . . . ● Deejay Ted Steele hauled music publishers over the coals last Friday on his WMCA program. . . . doesn't like their inconsistent methods of promoting songs, changing horses (plugs?) in mid-stream and seemingly only seeking 'sleepers.' . . . ● Duchess Music started work on a six-eight tempo titled, "There's Something About A Home Town Band" written by Don Canton, John Nagy and Milt Lance. . . . number has a chance to make the big time. . . . ● That new Adler Shoes jingle which catches the ear, was written by Dick Kissinger. . . . ● The Eugene Francis' (he's heard on "Perry Mason" and seen on Kraft NBTelecasts) expect their first visit from Sir Stork next week. . . . ● Breezy, informative and completely absorbing is our description of Sidney Walton's MBSundays at 1 p.m. series, "Inside News" for Doubleday & Co. . . . ● Cromwell Music, which bowed into the music field with the sensational novelty, "Hop Scotch Polka," has another one by the same composer, Billy Whitlock. . . . new ditty, "Shenanigans," has a lyric by Carl Sigman, co-writer with Gene Rayburn of the 'Hop' lyrics. . . . ● TV stations are discovering Tune-Dex, the service that radio stations have latched onto for years. . . . ● Organist Jack Ward's daughter Mary Rita, who is cashier at ABC will marry Art Griffith of Eastern Air Lines.

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● ● ● Maestro Elliot Lawrence will start a series of 15-minute programs Dec. 2 over WNEW in which he'll talk about trends in music. . . . ● Cathy Gregory is touring the southern and western states, calling on deejays and hillbilly artists, with platters waxed by hubby Bobby Gregory and his Cactus Cowboys. . . . ● Deejay Stan Shaw, currently doing a series of morning programs for Ben Tucker Furs, WINSundays, will also plug this outfit's products Sunday afternoons at 3 p.m. starting Dec. 11. . . . ● Now that TV is growing up, execs should give a listen and take a gander at the hilarious clownings of the Korn Kobblers. . . . they've got more musical tricks than any group we've seen. . . . ● Peggy Marshall and the Holidays making friends and influencing people at No. 1 Fifth Ave. with their clever songs and patter. . . . ● WABD's new series of whodunits, "Hands of Murder," is enchanced by the original music composed and played by Lew White, who, instead of merely providing background and bridges, rather composes complete scores, as is done at motion picture studios.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Frank Sinatra's latest Columbia waxing of "The Old Master Painter" and "Lost In The Stars" will more than satisfy F.S. fans. . . . supported by the Modernaires and Axel Stordahl's Orchestra, platter will find itself on many a turntable and often.

PLUG TUNES

Give Me Your Hand
LAUREL MUSIC CO.
1619 Broadway New York City

Bing Crosby, Gracie Fields, Sammy Kaye, Johnny Desmond, Jo Stafford, Doris Day
Are All On
THE LAST MILE HOME
LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—♦ ♦—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Friday, November 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

DuM TO FEED DAYTIMERS TO NET

TELE TOPICS

THE ONE FACTOR most important in the success of "Actors Studio"—which led to a Peabody Award when the show was on ABC last season—is its selection of material. Using the best short stories available, the program developed a technique of telling a tale simply and effectively, without undue frills. Always the story is paramount and the adaptations usually follow the original as closely as possible. Now on CBS, the series goes along with a consistency of excellence that is hard to match. . . . This week's story was Thomas Hardy's "The Three Strangers," adapted by Alvin Sapinsley. The opening shots of Gilbert Haycox' fine set, combined with effective use of sound effects, quickly established the mood of the piece without a word of dialogue. The atmosphere was maintained throughout the half-hour as the characters appeared and the story was developed and resolved. Not a line nor a gesture was out of place and it all added up to truly outstanding video. . . . Produced by Donald Davis for World Video, program was directed by David Pressman, and fine performances were given by the entire cast—Stephen Hill, John Randolph, Will Hare, Howard Weirum, E. G. Marshal, John McGovern and Frances Ingalls.

●

"CITY AT MIDNIGHT," the WNBT show aired live on location at 11 p.m., has been beset in the past with both technical and script difficulties. This week most of the production bugs were ironed out and lighting and audio were good. But the same old story trouble was still present. While good in spots and better than its predecessors, the script lacked dramatic continuity and was merely a semi-connected series of vignettes. Good scripts would be in the smartest investment the producers of the low-budget show could make. . . . Cy Kneller, editor of Radio and Television Weekly, has been named winner of the DuMont new name contest, with Betty Stone, Broadcasting luminary, as runner-up. . . . Showcase performances of the Theater Wing's training program will be held Monday and Tuesday at 4 and 8:30, 432 W. 44th.

●

VASTLY IMPROVED Teletranscription has been developed by DuMont. As shown to the press Wednesday the film revealed excellent clarity of detail and fine light values. Developed by web staffers, the improved system is now being used for all recorded shows. . . . Producer Arthur Lesser will emcee a new talent showcase on WOR-TV, Fridays, 7:30-8 p.m., beginning Dec. 2. . . . The most complete story on color in the general press that we've seen to date is in the new issue of Time. . . . New series of Christmas commercials have been filmed for Firestone and Philco by Murphy-Lillis Productions.

Sets In-Use At Night 93.8% In Milwaukee

Milwaukee—93.8 per cent of all receivers in the Milwaukee area are turned on during an average weekday evening for an average of three hours and 55 minutes, a recent survey by WTMJ-TV, the only station in the city, has revealed. Saturday evening 88.4 per cent of the sets are in use an average of 3.43 hours and on Sundays this climbs to 96.2 per cent and 3.61 hours.

Weekday sets in use average for afternoon programming is 68.6 per cent and 1.91 hours. This is boosted on Saturdays to 76.6 per cent and 2.26 hours and on Sundays to 77.9 per cent and 2.97 hours.

Monday through Friday, average number of viewers per set is 3.05 in the afternoon and 3.99 at night. Saturday figures are 4.08 and 4.30, and Sundays, 4.33 and 4.85.

Program preferences by type reported by the survey reveal sports first, followed by variety, drama, news, mystery, music, western, travel, amateur, discussion, quiz, children's and women's.

Sullivan Leaves WPIX

B. O. Sullivan has resigned as sales manager of WPIX for reasons of health and Scott Donahue, assistant sales manager, has been named acting sales manager.

Sullivan was a member of the advertising department of the New York News, parent of the station, for 20 years and was assigned to the news project that was to become WPIX in June, 1947. He was named sales manager in January, 1947.

Hooper's Top Ten

(Network—October)

Texaco Theater, NBC	69.4
Talent Scouts, CBS	55 8
Godfrey Friends, CBS	49.7
Toast Town, CBS	45.6
Olsen-Johnson, NBC	40.9
Fireside Theater, NBC	39.2
Philco Playhouse, NBC	38.7
Stop Music, ABC	37.6
Amateur Hour, NBC	35.4
Cavalcade Stars, DuM	35.3

Webs Not Worried About Strike Effects

Network production sources reported on Wednesday that they expect visible effect on programs as a result of the strike called Tuesday night by Local 829, United Scenic Artists.

Sets for several top commercial shows are designed by artists hired on a free-lance basis by the agencies handling the shows and these jobs are paying the scale set by the union. Rudy Karnolt, business manager of the local, said that at least nine such artists are on the job.

For other shows, the webs said that they will get along using stock sets. A spokesman for ABC said the web "hasn't thrown out a single flat" since flagship WJZ-TV went on the air over a year ago. He added that all flats were made so that they would match each other and could be lashed together.

Most DuMont shows use standing sets, as do many programs on NBC and CBS.

RMA, IRE Groups Begin Equipment Standardization

A joint committee of RMA and IRE has taken initial steps to effect standardization of station equipment, recommended several months ago by the TBA engineering committee, Raymond F. Guy, chairman of the TBA group, announced earlier this week.

Procedures to study and establish equipment standards have been formulated, Guy said. Standardization of transmission levels will be undertaken by RMA, while drafting of the methods of measurement of transmission levels will be handled by IRE.

RMA also will start work on standardization of patch cords, plugs and jacks; camera cables and associated connectors; and coaxial cable connectors, and will continue work on picture geometry.

It was further agreed that IRE will originate definitions and methods of measurement under the following procedure:

1. In the case of missing or obsolete standards, RMA will advise IRE of the material that is required.
2. The IRE will formulate tentative proposals and forward them to RMA for comments and tentative approval.
3. RMA will make final suggestions and express approval.
4. IRE will consider RMA suggestions, reformulate and issue the standard definitions for test methods.

Stations To Pay Not More Than $100 An Hr.

(Continued from Page 1)

a percentage of rate card basis, but cost will not be more than $100 an hour and this will be reduced as additional stations sign up. Nine outlets have contracted for the series to date.

Mortimer W. Loewi, director of the net, said that big nightime network shows are so expensive that only major national advertisers can afford them. "Many advertisers are being priced out of the market today," he said, adding that space must be made in TV for smaller bankrollers.

Wants "Thousand Advertisers"

"We can't live on 25 or 50 national advertisers. . . . We want to bring in a thousand advertisers instead of going out for just the one."

Providing for a maximum of ten local spots an hour, the two-hour program will be set in a mythical department store and will include fashion, decorating, dramatic, music, and other service features. Target date of Dec. 5 has been set for inauguration of the service, but may not be met because of the scenic designers strike and other factors.

Already signed to take the show are WTVN, Columbus; WXEL, Cleveland; WJBK-TV, Detroit; WSPD-TV, Toledo; WHIO-TV, Dayton; WJAC-TV, Johnstown, and DuMont owned-and-operated outlets WABD, New York; WTTG, Washington, and WDTV, Pittsburgh.

TV Not "Blue-Chip" Operation

"This project," Loewi said, "will certainly destroy once and for all the idea that television is a 'blue-chips' operation, reserved exclusively for the ten or twelve wealthiest advertisers in the country who for so long dominated radio. Through this new service, hundreds of small advertisers in every city with a transmitter will be able to take advantage of TV's peculiar selling ability and still stay within the most modest of budgets; this, because they will be able to purchase small segments of time at low, daytime rates."

In essence, Loewi added, the move makes DuMont "a manufacturer of entertainment," distributing it to affiliates who in turn make it available to advertisers.

"The substantial support that we are getting from affiliates and they are getting from local business enterprises indicates that we shall be able to offer a splendid program structure on a sound economic base," he added.

Paper Asks FCC Test Of 'Service To Public'

Washington Bureau of RADIO DAILY

Washington — In a case which might follow in some respects the pattern of the Horvitz newspaper action in Lorain, Ohio, now the the matter of a Government anti-trust suit, Steitz Newspapers, Lebanon, Pa., this week called upon the FCC to eliminate from the hearing scheduled for January 4, issues relating to technical qualifications and engineering and program matters. The company has asked for a station in Lebanon.

Left for the Commission to probe are the charges by WLBR, Lebanon, that the Lebanon News, published by Steitz, has unfairly battled WLBR for the advertising dollar and otherwise acted contrary to the public interest. The Commission has ordered hearings to determine whether the policies of the publisher "have been calculated to hinder WLBR from providing a broadcast service in the public interest, with particular reference to the following:

Two Possibilities Outlined

"A. Whether rates charged for newspaper advertising relating to broadcasting have been descriminatory.

"B. Whether newspaper advertisers who also use radio advertising have been discriminated against or whether such discrimination has been threatened."

The Commission has also indicated its intention to determine what policies Steitz might follow with respect to joint advertising rates for newspapers and radio, if it wins a grant, or any other joint operation.

The charges on which these issues were based were termed "self-serving" on the part of WLBR.

Counsel for Steitz wrote "unfortunately, consideration of the instant application by the Commission occurred at the time publicity was being given to the Horvitz case being prosecuted by the Department of Justice. No claim is made by WLBR or anyone else that the petitioner's parent corporation or responsible officials thereof have engaged in the practices therein alleged to be present. Yet petitioner is being painted with the same brush.

"Petitioner welcomes the opportunity of demonstrating its qualifications to be a broadcast licensee as well as dispelling the aroma with which WLBR has attempted to engulf it."

Duncan Guest Of Poole

Raymond Duncan, toga-clad brother of the late dancer, Isadora, will guest on the Bob Poole Show over Mutual today to make a plea for toys, clothing, and shoes to be sent by listeners to the Foster Parents Plan. Highlight of the show will be a conversation in Greek with nine-year-old Barbara Nicoli, a Greek War Orphan.

COAST-TO-COAST

WCCO Man In Who's Who

Minneapolis, Minn.—Dr. E. W. Ziebarth, WCCO news analyst, has been included in the 1950 edition of "Who's Who in the Midwest." The book is similar to "Who's Who in America." Ziebarth is heard over WCCO Monday, Wednesday and Friday at 10:15 p.m. with a news analysis sponsored by Studebaker.

Drama Show Joins WISN

Milwaukee, Wis. — The "Skippy Hollywood Theater," dramatic series, has joined the WISN Thursday night line-up at 9:30 p.m. This program features stars of stage and screen in original radio dramas. Les Mitchel, producer-host-director, has recorded six programs in London, England, with the Abbey Players. These will be the first six productions of the series.

Anniversary Party

One hundred "in person" children have helped Eileen O'Connell celebrate her third anniversary as mistress of ceremonies of WMGM's "For Children Only" program. Eileen has also narrated several children's albums, written many children's columns and her program has been recommended by the New York City Board of Education for school and home listening.

WSB Presents Economics

Atlanta, Ga. — A new series, "Knowledge in Action" made its debut on WSB, recently. Produced in cooperation with the Emory University Radio Workshop, the series is devoted to phenomena currently affecting everyday life. The first three programs, produced and directed by Marcus Bartlett, station program director, were titled "Heat Endurance," "Home Sweet Home" and "Education for Marriage."

WMBG Aids Red Cross

Richmond, Va. — Recently the Richmond - Henrico - Chesterfield chapters of the American Red Cross held a huddle with program officials of radio station WMBG in an effort to secure 150 volunteer workers for rehabilitation work with patients at the McGuire's Veteran Administration Hospital. After the conference with station officials, it was decided to have four appeals made for volunteer workers.

Takes KRMG Post

Peoria, Ill.—Montez Tjaden, promotion and publicity director at WEEK in Peoria for the past 2½ years, has joined the staff of KRMG in Tulsa as promotion manager. Miss Tjaden's radio background includes promotion and radio work in Wichita, Oklahoma City and Tulsa. She served as a public relations officer in the Navy for 3½ years. KRMG which expects to begin operations soon is the new 50,000 ABC outlet in Tulsa.

Synder Appointed WTTM Post

Trenton, N. J.—WTTM announces the appointment of Arnold Snyder as station news editor. Snyder is a former newsman at WFIL, Philadelphia, and news editor of WKDN, Camden.

WTIC Symphony Society

Hartford, Conn.—Paul W. Morency, vice-president and general manager of station WTIC, confirmed the date for a coast-to-coast broadcast by the Hartford Symphony Orchestra. The local symphony will be heard over NBC on Saturday, January 14, 3:00-4:00 p.m., in the "Pioneers of Music" series which features civic orchestras of the nation weekly throughout the winter.

Prof. Airs Newscast

San Antonio, Tex.—Marvin Alisky, journalism professor at Trinity University will inaugurate a 15-minute newscast each Sunday night over KMAC. Alisky will broadcast a roundup of local and Texas news. Prior to joining the staff of the school, Alisky was on the news staff of WOAI and more recently with KPRC, Houston.

ABC's AM Take Up; Loss Charged To TV

(Continued from Page 1)

year the net income (after Federal income taxes) was $440,000.

While the network offered no explanation for loss item it is believed that it was due to ABC's heavy investment in television stations, programming and operations.

WKRC Appointments Set

Cincinnati—WKRC national and local sales accounts are now being handled by Harvey Cary, formerly program director of the station, according to Herman Fast, WKRC manager. Fast also announced that Paul Shumate, one-time production manager of KMOX, St. Louis, has taken over as program director.

Cary was chief announcer and night supervisor in the CBS Chicago outlet, WBBM, before coming to Cincinnati in March, 1947.

New Disc Show Planned

Arthur Gary, NBC announcer who is heard on "Easy Listening" and other programs, now has in work a disc jockey show of entirely new type, dedicated, he says, to "life, love, liberty and the pursuit of happiness."

• faces • facts • figures • wins •

AMERICANS, SPEAK UP!

10:45-11:00 P. M. MONDAY

AMERICANS SPEAK UP!

A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

WINS 50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 37 NEW YORK, MONDAY, NOVEMBER 28, 1949 TEN CENTS

SOUTHWEST RADIO MEN OPTIMISTIC

Hyde Reports To FCC On NARBA Problems

Washington Bureau of RADIO DAILY

Washington—Commissioner Rosel H. Hyde of the FCC, head of the U. S. delegation to the NARBA conference, was in Washington over the weekend for conferences with FCC and State Department officials. He said the proceedings are at a "critical stage" and he was trying to work out the most acceptable steps to take from here on.

Hyde said his delegation is still in contact with the Cuban represen-

(Continued on Page 8)

Reports On Russia Scheduled For ABC

"Russia Today," a two-stanza program designed to present a first-hand view of life behind the Iron Curtain, will be presented by the Special Events department of ABC on Nov. 28 and Dec. 5 from 10:15 to 10:30 P.M.

On the Nov. 28th program, ABC will present Joseph Newman, special correspondent for the *New York Herald-Tribune* who was refused official permission to return to Russia by the Kremlin. He will

(Continued on Page 3)

English Teachers' Award Goes To 'NBC Theater'

The National Council of Teachers of English Saturday gave its sole annual award to the "NBC Theater" as "the program which during 1948-49 school year has done most to promote greater understanding and appreciation of our literary heritage. . . ." The award was made

(Continued on Page 6)

Broker Using Radio To Sell Women Stock

Boston—An investment house has bought time on a disc jockey show to sell public utilities stocks to the housewife consumers, WCOP's sales department revealed yesterday. Whiting, Weeks and Stubbs, Boston investment brokers, purchased two 10-minute segments weekly on Howard Malcolm's noontime "Record Rack" show on WCOP. Commercials urge the housewives to buy A. T. & T and Boston Edison stock.

Farm Directors Meet For 3 Days In Chicago

Chicago—Some 125 representatives of the National Association of Radio Farm Directors gathered in the Stevens Hotel Sunday for the annual meeting of the NARFD.

Opening the sessions for the annual meeting on Saturday was True D. Morse, president of the Doane Agricultural Service. Afternoon discussions were devoted to "Practical

(Continued on Page 6)

Fordyce Heads Sales For Bendix Radio Division

Towson, Md.—R. W. Fordyce has been named general sales manager of the Bendix Radio Division replacing E. C. Bonia, who resigned, its was announced this week by W. A. Mara, general manager of the Television and Broadcast Receiver

(Continued on Page 2)

16th Dist. NAB Group Reports On Biz As Convention Gets Under Way At Phoenix, Arizona

By ALLEN KUSHNER

West Coast Bureau of RADIO DAILY

Phoenix, Ariz. — Over 100 broadcasters from Arizona, Southern California and New Mexico gathered here for the 16th District NAB convention, report business picking up and prospects for 1950 to be good especially in the national spot field. The broadcasters, who represent sta-

(Continued on Page 6)

Five Stations Tell FCC Their Petition Yr. Old

Washington Bureau of RADIO DAILY

Washington—The FCC on Friday received a letter commemorating "the first anniversary of the filing of a petition" on behalf of a group of daytime stations for a rule-making proceeding to permit greater flexibility of time on the air. Attorney Marcus Cohn, who wrote the Commission in June of this year a

(Continued on Page 8)

Wants More Latitude For FM Broadcasters

FM stations associated with daytime-only AM stations should not be required to operate at night, according to a letter submitted to the FCC by Elias I. Godofsky, president of WHLI and WHLI-FM, Hempstead, Long Island.

Godofsky urged a revision of the

(Continued on Page 2)

New Members Added To Radio Pioneers Club

Two well-known West Coast broadcasters have been accepted for membership in the Radio Pioneers, NBC's William S. Hedges, president

(Continued on Page 2)

CBS Ratings Soar; Lead Nielsen List

CBS, following last week's sweep of twelve of the top seventeen Hooperatings for Nov. 1-7, this week captured the first seven spots of the national Nielsen-Rating Top Programs, eleven of the top fifteen and fourteen of the top twenty evening shows. The web also won top honors in day-time program-

(Continued on Page 2)

Voice Of Democracy Judging Begins Today

Washington Bureau of RADIO DAILY

Washington—The finals of the annual Voice of Democracy contest begin this week in Washington, according to the NAB, one of the sponsors.

All 48 states, the District of Co-

(Continued on Page 2)

Video-Set Market Booming; Call Is For Larger Pictures

Washington Bureau of RADIO DAILY

Washington — As if any proof were needed of the booming market conditions for TV set sales, RMA announced Friday that nearly twice as many cathode ray tubes were sold in the first nine months of this year as in all of last year. Sales of TV receiver-type picture tubes totalled 2,129,210 units valued at $62,525,446 in the first three quarters of 1949 compared with 1,309,176 units valued at $33,459,554 in the full year 1948.

The sharp trend toward larger pictures in TV receivers was obvious. Sixty-five per cent of the picture tubes sold to set manufacturers in the third quarter were 12 inches or larger, whereas in 1948 tubes of this size represented only six per cent of sales to set manufacturers. The largest classification of tubes

(Continued on Page 7)

Anniversary

St. Louis—KFUO, non-commercial station owned and operated by Concordia Seminary, St. Louis, will celebrate its 25th anniversary on Dec. 4 with a special program at 3:30 p.m., featuring the conferring of an honorary Doctor of Divinity degree on Dr. Herman H. Hohenstein, station manager. The International Lutheran Hour airs from KFUO.

Award

Dayton, Ohio—"In recognition of exceptional accomplishment" for its Public Service program, "This Is Dayton," WING in Dayton last week received the "Certificate of Achievement" from the Dayton Chamber of Commerce. The award was presented to Adna Karns, general manager, and J. P. Williams, executive vice-president of WING.

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FINANCIAL

(November 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7⅜	7½	.....
Admiral Corp.	29¾	29¾	29¾	— ½
Am. Tel. & Tel.	146⅝	146½	146⅝	.....
CBS A	24¾	24½	24¾	.....
Philco	30⅜	30⅛	30¼	— ¼
RCA Common	12½	12⅛	12¼	— ¼
RCA 1st pfd.	73¾	73¾	73¾	+ ⅜
Stewart-Warner	11⅞	11⅞	11⅞	— ⅜
Westinghouse	28¼	27⅞	27⅞	— ⅛
Westinghouse pfd.	102½	102½	102½	— ⅛
Zenith Radio	29	28⅝	28⅝	— ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15⅛	15⅛	15⅛	— ⅛
Nat. Union Radio	2⅝	2½	2½	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14¼	15¼
Stromberg-Carlson	14	15½

HOLIDAY PROMOTION PAYING OFF FOR CARDINAL

Hollywood—A unique type of company promotion was reported to be paying for Cardinal Co., national radio-TV production firm.

Each year Cardinal has packaged series of special Christmas shows for distribution to stations throughout country to acquaint station managers with quality of organization's transcribed product. To maintain attractive features of deal Cardinal decided to sell four "radio Christmas cards," featuring name talent and top-quality production, for total flat price of $20.00.

According to Joseph F. MacCaughtry, firm's prexy, indications are over 400 stations will be carrying "Xmas-4" during coming holidays.

In view of sponsors that local stations will convert into year-around clients, and subsequent stations Cardinal will pick up from satisfied station managers, Christmas promotion by company is considered to justify writing off expense of production not covered by flat price quoted for all markets.

Company is still distributing package from 6000 Sunset Blvd., Hollywood, Calif.

Advt.

Wants More Latitude For FM Broadcasters

(Continued from Page 1)

FCC rules requiring FM stations to stay on the air three hours before and after six P.M. He said "Each licensee should have the freedom of choosing for himself, based on his knowledge of local requirements and best hours."

The WHLI president said that in New York it is not necessary for an FM station affiliated with a daytime-only AM station "to operate its FM facility for a limited number of hours as long as manufacturers continue to turn out poor FM receivers."

The FCC has already proposed to revise its rules on the operation of FM stations and has requested briefs or statements before December 19, 1949. The new rules would require FM stations associated with full-time AM stations to stay on the air from six A.M. to midnight.

Daytime-only AM stations, under the proposal, would be required to keep their FM affiliates on the air simultaneously with AM and a minimum of four hours from six P.M. until midnight.

FM-only stations will require a minimum of three hours before and after six p.m. on the air during the first year of operation, if the FCC approves the new rules. In the second year, four hours in the daytime and four hours after six P.M. would be necessary. Eight hours before six P.M. would be the minimum in the third year, and four hours at night.

Voice Of Democracy Judging Begins Today

(Continued from Page 1)

lumbia, Alaska, Hawaii, and Puerto Rico are represented in the national finals, in which judging will be done by means of broadcast transcriptions. The competition began in October when students were asked to write and record a five-minute radio script on the subject "I Speak for Democracy."

The first contest of this kind was conducted last year and some 250,000 students took part. The sponsors, the NAB, the U. S. Junior Chamber of Commerce, and the RMA, expect more than twice as many participants this year.

The judges who will listen to the state and territorial finalists are: Associate Justice Tom C. Clark of U. S. Supreme Court; J. Edgar Hoover, director of the FBI; James Stewart, motion picture star, Edward R. Murrow, CBS commentator; Douglas Freeman, editor and author; and Andrew Holt, president of the National Education Association.

Four national winners will be chosen and they will each receive a $500 college scholarship and a trip to Washington. The visit to the capital will include a call on Congress the President, and Cabinet members. The winners will also be entertained at a dinner in Williamsburg, Va.

The names of the state winners will be announced later this week.

New Members Added To Radio Pioneers Club

(Continued from Page 1)

of the club, announced last week. Earle C. Anthony, owner of KFI, who first came into radio twenty-eight years ago; and Harry C. Butcher, owner of KIST, Santa Barbara who began his radio career twenty years ago when he established CBS's Washington office.

Mr. Anthony was one of the early presidents of the NAB, having served from 1926 through 1928.

Other new members include Owen F. Uridge, WQAM; Ernest La Prade, NBC director of Music Research; Zac Freedman of Coll & Freedman, radio publicists; D. G. Little of Westinghouse Electric; and Ford Billings, WWCO.

Margaret Cuthbert a Member

Also accepted were Phil Hoffman, WOL; Glenn D. Gillett, Washington consulting engineer; Edward R. Hitz, ass't. director of NBC network sales; Margaret Cuthbert, NBC public affairs director; Harold H. Beverage, RCA vice-president; Julian E. Skinnell, WLBR; and E. T. Darlington, WLIB.

Other additions to Pioneer ranks include: Ewen C. Anderson, an RCA vice-president; Dorothy McBride of NBC's continuity acceptance department; A. F. Van Dyck of RCA Laboratories and former president of the Institute of Radio Engineers, and William F. Malo, WDRC, Hartford, Conn.

CBS Web Ratings Soar; Leader In Nielsen List

(Continued from Page 1)

ming with eight of the first ten and eleven of the first fifteen shows aired.

First seven evening shows are, "Lux Radio Theater," Jack Benny," "Arthur Godfrey's Talent Scouts," "My Friend Irma," "Charlie McCarthy," "Amos and Andy," and "Mystery Theater."

First eight day-time shows are, "Arthur Godfrey" (Liggett & Myers), "Arthur Godfrey" (Nabisco), "Romance of Helen Trent," "Aunt Jenny," "Ma Perkins," "Wendy Warren and the News," "Big Sister," and "Arthur Godfrey" (Gold Seal).

Columbia also won positions 1, 2, and 3 on Saturdays.

Fordyce Heads Sales For Bendix Radio Division

(Continued from Page 1)

Division of the Bendix Aviation Corp. Mr. Fordyce has been active in radio and television for the past twenty-five years.

Changes Stations

Market to Music, Inc., Storecast Corporation of America affiliate in Pittsburgh, has completed the switch-over from WKJF, FM station in Pittsburgh to KQV-FM, Pittsburgh, for its "Music to Buy By" broadcasts in the area.



Free Ride

The baby squirrels are all set for a free ride on the back of the friendly shepherd dog. It's great fun and doesn't cost them a penny.

Of course, advertisers on W-I-T-H don't quite get a free ride. But they do get the nearest thing to it in Baltimore radio. For every buy of time on W-I-T-H is a real, honest-to-goodness BARGAIN!

W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town. And that means that just a LITTLE bit of money does BIG things on W-I-T-H.

So if you want plenty of low-cost results from radio in Baltimore, use W-I-T-H, the BIG independent with the BIG audience. Get the whole story from your Headley-Reed man today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

LOS ANGELES

By ALLEN KUSHNER

FRANK DeVOL, popular radio maestro, has an offer to guest-conduct the Dallas Symphony Orchestra in January, fiying to Dallas for the concert between his CBS Oxydol Show broadcasts.

Martin and Lewis, comedy act in which NBC has invested some $60,000, are reported to be winding up their radio series soon, with full time and attention devoted to TV. Bob Redd, who currently produces their radio show, will continue to produce their TV effort.

Bob Steele, the famous "Sheriff" of Western pictures, is latest to benefit from re-run of old pictures on television. He is negotiating a deal which will bring him to the home screens in person.

Marion Morgan this week started cutting the first of 26 half-hour transcribed shows for the War Department, to be scheduled on 1,500 small stations throughout the nation. The series of shows will pitch reserve corps recruiting. All will be musical variety shows.

Eddy Howard will broadcast nightly over MBS when he begins his engagement at the Deshler-Wallick Hotel in Columbus on Dec. 5th.

Connie Haines NBC "Sweet and Lovely" TV program series will originate in Hollywood this winter.

Carlton E. Morse has signed Mercedes McCambridge, for the starring role in his next three-week chiller for Mutual's "I Love a Mystery" entitled "Million Dollar Curse." Story will be broadcast coast-to-coast beginning Dec. 19th and will emanate from New York.

West coast ballroom operators have voted Frank Veloz "king of dance" in conjunction with National Dance Week. Their "queen" is Betty Grable. Veloz stars on "The Veloz Show" Sundays over KNBH.

United Productions of America's first public display of TV, movie and industrial film cartoons was a standout success, drawing capacity crowds during the five-day exhibition at the Burbank studios.

Jack Baily, emcee of the "Queen for a Day" program is very busy lining up material on his personal experiences for his starring role in the motion picture version of "Queen for a Day."

Reports On Russia Scheduled For ABC

(Continued from Page 1)

describe fully Soviet labor and police methods. The program, supervised by Michael Roshkind, will originate from Paris.

Edmund Stevens, staff correspondent for the Christian Science Monitor will report, from London, on Dec. 5, on Soviet internal politics. Stevens was formerly ABC's Moscow correspondent. He has spent more than a decade in Moscow.



Man About Manhattan. . . !

● ● ● **WEEK-END CUFF NOTES: Amazing report from the coast sez that Bob Hope has been offered $40,000 weekly by an auto firm to put on a weekly half-hour TV show. So far he's showing no interest whatsoever. . . . Ed Gardner planning to return his "Duffy's Tavern" airings to the U. S. (Puerto Rican origination proved to be a first-class aspirin-inducer). . . . "Broadway Revue," bankrolled last year by Admiral, being eyed in a capsule version by an auto outfit. . . . Eddie Cantor doing a dramatic stint on CBS' "Suspense" Dec. 22nd. . . . CBS auditioned two five-minute audience participation shows, "How Do You Rate?" and "Spell a Tune," both emceed by Warren Hull. . . . Web also auditioned a new full-hour simulcast, "The Show Goes On," emceed by Robert Q. Lewis and produced by Lester Gottlieb. Program will showcase vast pool of professional performers lined up through regular auditions with prospective buyers of talent being used as guests. . . . After riding the video dials during Thanksgiving Day, Jack Perlis observes that not all the turkeys were on the dinner tables. . . . There'll soon be a Joan Davis blouse on the market. Sounds like an interesting role to fill. . . . Virginia Travers, who resigned recently as publicity head of Compton agency, has become managing editor of the Alho and D-A Publishing Companies, which put out a group of monthly mags. . . . Recommended: Those delicious Maine Lobsters served up at Guy Lombardo's East Point House Restaurant in Freeport. Seems like most of Tin Pan Alley moves out there Sunday nites. . . . Herb Shriner puts it this way: In my home town, there's no television. If you wuz caught lookin' in a window you wuz a Peeping Tom.**

☆ ☆ ☆ ☆

● ● ● Dick Rubin, the demon MCA salesman, just came back from an extended tour of Calif. and Texas. During the trip he stopped in San Antonio, had a beer or two, changed a dollar bill and received a half buck in exchange dated 1824. Just out of curiosity, Dick had the coin appraised and found it to be worth four bucks. At that rate of exchange, it's better than selling radio shows.

☆ ☆ ☆ ☆

● ● ● **WASHINGTON ROUND-UP: Walter Compton, who used to be well-known hereabouts as quizmaster on "Double or Nothing," is now doing a superlative job managing DuMont's Washington outlet, WTTG. Having worked on both sides of the microphone, Walter knows what the viewers want and what's more gives it to them. . . . Another former localite who's made the grade in the Capital City is Nancy Osgood, now Washington's top femme gabber. . . . Still another former New Yorker down there is Jeanne Warner, whose nitely TV Journal is high on the list of local favorites.**

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Things aren't tough enough at a TV preem," writes our old pal, Herb Polesie, "but this hadda happen on 'Twenty Questions' Sat. nite. We had a new make-up man and he made me lie down on the couch. Said he couldn't make me up sitting or standing. I asked him if he knew what he was doing and he assured me he was top man in his last job. 'In H'wood?' I asked him. 'No,' he sneered. 'At the Walter B. Cooke Funeral Parlor in N. Y'."

☆ ☆ ☆ ☆

● ● ● **A holiday mood prevailed in studio A at WEVD Friday for the cast of "My Mother & I," the Yiddish soap opera, which was celebrating its 2000th performance in seven years of broadcasting. Lou J. Gumpert, veepee of B. T. Babbitt, Inc., makers of Bab-o, was there and congratulated Harry Kalmanowitz, scripter of the five-a-week. Molly Picon, whose program precedes the soaper, added her congrats.**

AGENCIES

THREE assistant advertising managers of Bristol-Meyers Co., have been promoted to advertising managers for certain products, radio and television shows, it was announced last Tuesday. In his new post, Wallace T. Drew will handle the Break the Bank radio show, Sal Hepatica, Benex Brushless Shave-Cream, Ingram Ammonium Tooth Powder, and Ingram Shave-Cream.

Donald S. Frost will have the Trushay, Ammen's Antiseptic Powder, and Vitalis accounts. Roger C. Whitman will supervise the Mr. District Attorney radio and television shows, the Lucky Pup television show and the Ipana, Bufferin, Mum, and Minute Rub accounts.

NORMAN WEXLER is a new member of the research division of Brooke, Smith, French and Dorrance, Inc., in Detroit.

JAMES F. ROCHE, director of public relations and advertising of Moore-McCormack Lines, has been elected a director of the New York Kiwanis Club.

RALPH E. de CASTRO has been elected a vice-president of C. J. LaRoche and Company. Crawford Paton, vice-president in charge of copy research for the agency, has been made manager of the research department. M. James Manning has been made assistant treasurer of the company.

RADIO PROGRAMAS CONTINENTAL network of the Republic of Panama has appointed Melchor Guzman Company, Inc., as its United States and Canadian representatives. RADIO PROGRAMAS CONTINENTAL network is the first and only broadcasting system covering the entire Republic of Panama, with 13 transmitters in the eight most important cities of the country.

FORJOE & COMPANY, INC., national representatives for radio and television stations, announces the removal of their Los Angeles office to larger quarters at 1127 Wilshire Blvd., Los Angeles, under the management of Lawrence Krasner.

To Merchandise Novelties On ABC Web Programs

Radio Offers Co. is sponsoring a pair of ABC shows for two performances to plug their novelties before Christmas. The Shoppers Special Special was carried by the company on Saturday and will be presented again this week. Tonight's and Friday night's presentation of Pick A Date With Buddy Rogers will also be sponsored by Radio Offers. The four broadcasts will be heard over the same 55-ABC station line-up as usual. Huber Hoge and Sons is handling the account.

WE'VE

LIGHTNING

EVERYBODY'S WATCHING

KLAC-TV

Represented by THE KATZ AGENCY—NEW YORK

LUCKY CHANNEL 13

DAYTIME PROGRAMMING

Here's the Biggest News That's Hit Television!!

HOOPER RATINGS

At the beginning of the second week of

AL JARVIS MAKE BELIEVE BALLROOM

The first television program that dares to be different!

HOOPER RATINGS SHOW . . .

Average tune-in	10.1%	KLAC-TV average share of audience	76.5%
Highest two-hour average tune-in	12.9%	KLAC-TV highest two-hour share of audience	80.8%

PULSE RATINGS SHOW . . .

Average tune-in	15.6%	KLAC-TV average tune-in	77.6%
Highest tune-in	20.5%	KLAC-TV highest tune-in	84.6%

Everybody's Climbing Aboard the KLAC-TV Band Wagon!!

Your Best Buy In Television and

GOT IN THE BOTTLE

EVERYBODY'S LISTENING TO

KLAC

Represented by ADAM J. YOUNG—NEW YORK

570 ON YOUR DIAL

DAYTIME PROGRAMMING

Take a Look at These Batting Averages!!

HOOPER RATING SHARE OF AFTERNOON AUDIENCE

KLAC 10.1

Network Station A	8.0	Independent Station A	5.6
" " B	11.8	" " B	6.6
" " C	23.4	" " C	3.2
" " D	13.0	" " D	2.2

(Latest available HOOPER figures as of August and September)

The Fastest Growing Radio Station In America

Radio Is KLAC and KLAC-TV

Broadcasters Report Southwest Biz Good

(Continued from Page 1)

tions large an small in competitive and nor-competitive markets, approve the NAB decision to keep Broadcast Advertising Bureau within the fold and look forward to receiving some sales and promotion guidance from BAB during the coming year. BAB, they feel, is important as a department of NAB and without it the industry organization would find it difficult to retain its paying membership.

Calvin Smtih, general manager of KFAC, Los Angeles, district director, was among the early arrivals at Paradise Inn for the two-day session. Smith said that advance reservations indicated good attendance and that the meeting would be "a down-to-earth, grass roots, business session."

Other early arrivals include Carl Haverlin, president of BMI, Inc., A. E. Joscelyn of CBS, Hollywood; Ken Baker, acting president of Broadcasting Measurement Bureau; Maurice Mitchell, director of BAB, Don Lee's Don Tatum of Los Angeles and Kolin Hager, representing SESAC of New York.

Sessions Start Today

The first session will be called to order at 10 a.m. today by the NAM district director, Smith. The morning program will include a preview of the BMB study by Dr. Kenneth Baker, NAB director of research and acting BMB president, and a sales pow-pow presided over by Austin Joscelyn of KNX.

Sales techniques and aids will occupy the opening part of the afternoon meeting with an address by BMI president Carl Haverlin on music matters concluding the business for the day. A cocktail party and dinner are scheduled to follow and wind up the first day.

The cost of labor, personnel, technical, and programming will be covered in tomorrow morning's session. The broadcasters will hear an address by Justin Miller, NAB president, during the final gathering in the afternoon. This will be followed by a forum, discussion, resolutions, and the homeward trek.

Among Early Arrivals

Among the week-end arrivals of the California delegation were:

Frank Samuels, manager ABC and ABC-TV; Lewis S. Frost, assistant to vice-president, NBC; Merle S. Jones, manager KNX and Columbia Pacific network; William J. Beaton, manager KWKW, Pasadena and president Southern California Broadcasters Association; Arthur H. Groghan, manager KOWL, Santa Monica; Gene DeYoung, manager KERO, Bakersfield; Galen O. Gilbert, manager, KGER, Long Beach; Robert J. McAndrews, managing director SCBA; John C. Merino, manager, KFSD, San Diego; Mort Werner, manager and Harry Engle, sales manager, KVEN, Ventura; Clifford Ogden and William T. Stubblefield, Capitol Records; Louis Teagarden, Standard Radio; Walter Davison, Lang-Worth Transcriptions; Tracy Moore, Robert Black, KONA; Bert Horswell, of C. P. MacGregor Transcriptions; Lee Little, KTUC; Garry O'Brien, KTUC; Wayne Sanders, KONA; Stan Spero, KFAC; Jack Gross, KFMB; Leo Schemblin, KPMC; Paul Bartlett, KERO and David Milsten, SESAC.

★ THE WEEK IN RADIO ★

Movie Spot Business Shows Increase

By BILL SILAG

A Radio Daily survey revealed large scale plans by the movie industry to utilize radio advertising to promote interest in the premieres of new pictures in key cities throughout the nation. MGM, Universal, United Artists, RKO, and Paramount were shown to be using radio spots, station breaks, and programming in more than 65 markets at the present time in connection with pix openings. . . . CBS claimed an increase of $5,000,000 in radio and TV billings and the NAB told the Supreme Court that a Little Rock, Ark., municipal tax on radio stations and time salesmen overturned all previous Court rulings which had held that radio stations are immune to privilege and occupation taxes levied by cities and states. The NAB asked for a rehearing of an Arkansas case dismissed by the U.S. Supreme Court two weeks ago. . . . And, in another legal action, the American Federation of Musicians accused the CBC of being "primarily interested in a profitable operation, and not too greatly, if at all, concerned with the development of Canadian artists."

The Department of Justice has completed its investigative work prior to filing an anti-trust action against three major webs (NBC-CBS- and ABC) Standing Committees of the NAB were out to nine in line with association's streamlining process. . . . Mutual's billings were increased by $3,800,000 and CBS took the first four top rooperatings and twelve of the first seventeen positions. . . . A Broadcast Advertising Bureau revealed a similarity in Radio, TV rate practices. . . . Raymond F. Guy was elected president of the Institute of Radio Engineers and George Benson resigned as Mutual's national sales manager after a four-year association.

The major webs announced extensive special programming in connection with Thanksgiving Day utilizing Radio, TV, and simulcast transmission. Most weekly shows were tied into the holiday spirit and Radio and TV big-name talent made appearances in one-shot holiday shows. Milton Berle headlined Macy's Thanksgiving Day parade. . . . Recent figures revealed that production of home AM and AM-FM receivers probably exceeded six million sets in the first ten months of the year. . . . WIS, Columbia, S.C. opened large new studio and office quarters and received a tribute from the entire NBC web. . . . And the Protestant Radio Commission announced plans to spend more than one million dollars in TV programming.

Stanley Pratt was elected president of the Michigan Association of Broadcasters and the Radio Farm Directors met in a two day session in Chicago. . . . The All Canada Mutually-Operated Radio Stations urged the establishment of a new regulatory body to license and regulate Canadian radio.

Negotiations for the purchase of KMBC, Los Angeles, by NBC were called off by mutual agreement when the web asked certain guarantees that KMBC's present owners felt were too difficult to fill. NBC has long wanted its own outlet in LA, and G. A. Richards, present KMBC head, wanted to retire. . . . Radio Daily, in a front page editorial, took a Washington, D. C. press agent to task for neglecting to report all angles of the story on how *all* Washington Radio and TV stations went to bat for Washington NBC engineer who needed blood transfusions following an operation.

Frederick H. Lewis, executive director of the Herald-Tribune Fresh Air Fund, lauded the 275 radio stations in the Fund's primary thirteen-state are who devoted free time to building interest in Fund's activities. Lewis said that, in some instances, radio publicity accounted for as much as 60 per cent of the homes found for the more than 10,000 needy New York kids who will have been given free vacations in the country this year.

The Southern California Association for Better Radio and Television again attacked crime programs on the air.

Ralston H. Coffin was named director of advertising for the RCA Victor Division.

Zwahlen WMRC Mgr.

Greenville, S. C.—Guy Zwahlen, formerly North Carolina representative for the Frederic W. Ziv Company, has been named general manager of WMRC, 5,000-watt ABC affiliate in Greenville.

WMGM Sells Two More

WMGM, New York, has announced two more sales of transcribed program series featuring Metro-Goldwyn-Mayer stars and screen properties.

One Show Has Started

Sales Affiliates, Inc., sponsoring "The Adventures of Maisie," starring Ann Sothern, Thursday, 7:30-6 p.m., started Nov. 24, for Zotoz Fluid Wave. Getchal and Richard, Inc., is the agency. Transvision Television is sponsoring the "M-G-M Theater of the Air" series on WMGM, Friday, 7:30-8:30 p.m. H. J. Gold Co., handles the Transvision account.

Farm Directors Meet For 3 Days In Chicago

(Continued from Page 1)

RFD Television" and discussional viewpoints were provided by Bill Givens, WGY; Layne Beaty, WBAP; Tom Page, WNBC.

Saturday evening the A&P Company served as host of a buffet supper. Highlight of the evening was a speech by Maurice B. Mitchell, director of the Broadcasting Advertising Bureau, on the subject "Farm Programs and Advertisers."

On Sunday, the day's activities opened with a breakfast given by the Foundation for American Agriculture which was followed by the annual business meeting of the NARFD. Highlight of the afternoon session was the discussion topic, "Selling Farm Programs," during which Roy Battles, of WLW, Cincinnati, served as moderator.

Others on the program included Joseph G. Bumgarner, agricultural account executive, E. H. Brown advertising agency, Chicago; Lew Van Nostrand, sales manager, WMT, Cedar Rapids, Ia.; Lowell Watts, KLZ, Denver, and Leo Olsend, De Kalb Agricultural Association, De Kalb, Ill.

Following this discussion the subject of "Servicing the Farm Program and Keeping It Sold" was held under the monitorship of Chuck Worchester, WMT, Cedar Rapids, Iowa. Participating in this discussion was Charles N. Karr, sales promotion manager of the tractor division, Allis-Chalmers Manufacturing Company, Milwaukee; Ross Wallace, Wallace Advertising Agency, Des Moines, Iowa; Don Sullivan, commercial manager, WNAX Yankton, South Dakota, and John C. Drae, director, sales promotion and publicity WLS, Chicago.

Armour and Co. hosted at a cocktail party that evening. This was followed by the annual NARFD banquet, during which Larry Haeg, WCCO, first president of NARFD, served as toastmaster. Speaker for the banquet was Dr. Kenneth McFarland, superintendent of Kansas Public Schools, Topeka, Kansas.

English Teachers' Award Goes To 'NBC Theater'

(Continued from Page 1)

at the 39th annual meeting of the organization in Buffalo, N. Y.

Among other programs given honorable mentions were "You Are There" and "Invitation To Learning," both CBS.

The award was presented by Leon C. Hood, chairman of the teachers group Radio Committee. "NBC Theater" originates in Hollywood and is directed by Andrew C. Love.

Stork News

Harrison "Chick" Kimball, director of artist bureau at WSB, Atlanta, is the father of a son born to Mrs. Kimball Nov. 13. Baby will be named J. Carlton.

TELEVISION DAILY

Section of RADIO DAILY, Monday, November 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

TELE-RECEIVER MARKET BOOMING

TELE TOPICS

ON RADIO, the Longines - Wittnauer special Thanksgiving Day show on CBS, probably was very pleasant listening. On TV, most of it was sheer boredom. Featuring the Longines Symphonette, conducted by Mishel Piastro, and the Wittnauer Choraleers, under Eugene Lowell, the program was primarily audio and under the restrictions of AM duplication, did not belong on video. There were three dance numbers, featuring Bambi Linn, during the hour-long stanza and the remainder was merely orchestral and choral music. There were many unimpressive shots of the orchestra and singers, with the latter reading from a score. Apparently cognizant of the fact that music cannot be seen, the producers tried to gimmick the show by screening film clips to illustrate various songs. Thus we saw pictures of hills for "Hills of Home," a man in a horse-drawn cart for "Going Home," and other films, all equally imaginative. . . . Show was produced and directed by Alan Cartoun, with choreography by John Butler. Frank Knight was the announcer.

●

THE SECOND special holiday show seen by this reviewer was also a bit disappointing. Although much better than last year's counterpart, the Elgin - American show on NBC was at best a spotty affair. With the exception of the Ritz Bros., none of the stars showed to best advantage and the high spots were supplied by lesser-known performers. Emcee George Jessel offered his usual supply of quips about Jolson, Cantor and Zanuck as well as plugs for his pictures. Milton Berle, who had done an excellent job that morning on the Macy parade pickup, used many of the oldest jokes at his command. Phil Regan and Frances Langford sang two songs each, and neither seemed very happy when Jessel got in on the act. The broad comedy of the Messrs. Ritz registered very well in their opening song routine, but became quite flat in a bit about "Snow White."

●

STANDOUTS IN THE 90-minute show were Los Gatos, a sensational tumbling trio, and Florence Hin Lowe, a graceful, amazing contortionist. Miss Lowe, incidentally, was unannounced because Jessel was building up an intro for the Ritz Bros. when she came on. Similar treatment was received by Avon Long, who danced to a song by the Charioteers. The concert hall routine of Mata and Hari was good, but has been on video several times now. Dance numbers were excellent, thanks to Esther Junger's choreography and the efforts of a group of spirited young dancers. Production was a bit sloppy, with closing production number interrupted for the end commercial followed immediately by chain break.

New Film Recording Developed On Coast

Development of a new automatic system making possible simultaneous recording, on original film, of a live broadcast without interruption of the show or additional personnel was announced at the weekend by the Wootten Engineering Co., of Hollywood, Calif.

System consists of a "coordination unit" that converts a standard 16 mm. Mitchell camera into an automatic unit controlled by the video camera.

Two additional automatic instruments, used in the laboratory, convert the films into release prints suitable for rebroadcast, eliminating necessity for splicing, editing, etc., Wootten said. Release prints are obtainable in a matter of minutes after processing of the negatives has been completed, it was said.

System was invented by William A. Wootten, Los Angeles 16-mm. film producer. Arthur Michaud is business manager of the firm.

New Musical Film Series Planned By Fairbanks

New series of 26 film musicals starring Danny O'Neil was scheduled yesterday by Jerry Fairbanks Productions for production early next year. The 15-minute featurettes are planned as a sequel to "Paradise Island," now being aired by 33 stations.

Untitled as yet, series theme will be western in contrast to tropical settings of "Paradise Island."

Filming is tentatively slated for the producer's facilities at Churubusco studios in Mexico City where "Paradise Island" was shot early this year. Work on scripts for the 26 quarter-hour shows was started early this week.

Receiver Production Under Way In Can.

Montreal—Television sets destined for Ontario are coming off assembly lines in Montreal. This city is still without TV facilities apart from freak reception over long distance but has a station at a local plant, where only technicians and employees of the company compose the audience. There is no license to transmit, so there is no reception outside the four walls of the plant.

About 12 Canadian firms have inaugurated or plan receiver production, and by the end of 1949 Canadian output may reach 7,000.

Canadian Marconi Busy

Canadian Marconi Co. is turning out sets at its Montreal factory. S. M. Finlayson, general manager, said that not only had the company been producing sets since late summer but that cross-Canada experiments were being made to test reception possibilities under present conditions.

"We are very keen to obtain a license to operate a television station here in Montreal," he said, "If private licenses were granted now, areas could be opened up and Canadian stations in operation by the end of next year."

At RCA Victor, Canada's only operative 12 channel test transmitter provides tests for receivers now in production.

Nine Months Of '49 Exceeded Whole Of Last Year

(Continued from Page 1)

sold in the third quarter of 1949 was from 12 to 13.9 inches, constituting 44 per cent, but tubes of 14 inches and over represented 21 per cent.

Manufacturers reported sales of 648,823 units valued at $17,154,450 during the third quarter of this year, a slight decline from the 777,054 units valued at $23,123.698 sold in the second quarter of 1949.

A breakdown of the RMA cathode ray tube statistics shows 609,517 tubes valued at $15.926,047 sold to equipment manufacturers in the third quarter bringing the total for the three quarters to 1.992,541 units valued at $58,253.474. Tubes sold to users and distributors, the U. S. Government, and for export comprised the remainder.

700,000 to New York-Newark

TV receiver manufacturers reporting to RMA have sent more than 700,000 sets into retail stores in the New York-Newark area. RMA reported Friday, with 503,352 sets having gone out to 49 cities during the third quarter of this year. A total of 2,209.724 sets are said to have been shipped thus far to these areas (since Jan. 1. 1947) by RMA members, with 1,255,346 having gone this year.

More than 100 000 sets have gone to six cities, with Philadelphia reporting 253,303. Chicago 209 600. Los Angeles 190 294. Boston 119.928, in addition to New York's 505,703 and Newark's.

RMA members account for approximately 80 per cent of the sets manufactured.

New York was the destination of 80 055 sets in the third quarter, with 33,842 for Newark. Los Angeles received 52.962. and Chicago 52.906, while Philadelphia was the shipping terminal for 48,842 sets and Boston for 30,695.

The Week In Television

FCC Concludes First Phase Of Color Hearings

The FCC concluded the initial phase of its color hearings with two days of comparative demonstrations of CBS and RCA color and Du Mont black and white. The Commission proposed that the proponents of the various color systems conduct field tests for at least one hour a day for 30 days "with a reasonable number of receivers distributed both to technical and non-technical persons not connected with the development of the system." At the same time, Dr. Allen B. Du Mont revealed that his firm is working on a 441-line color system, still in the experimental stage, but with greater color fidelity than either the CBS or RCA systems. . . . A plan to syndicate two hours of daytime programming daily to stations on and off the cable was announced by Du Mont. Stations would pay for the shows, not more than $100 an hour, and sell local participations. . . . A large degree of similarity between AM and TV rate customs was reported by a BAB survey, with shorter rate guarantee periods, higher charges for shorter program periods in relation to basic hourly rate and extra charges for studio use the major differences.

Radio Aid Emphasized In Xmas Seal Drive

Radio has been called "a vital factor" in the fight against tuberculosis by Dr. James E. Perkins, managing director of the National Tuberculosis Association. He pointed out that radio has assisted health education programs of the tuberculosis associations and the annual Christmas Seal campaign. Said Perkins: "We wish to express our sincere thanks to radio for its splendid support."

Five Stations Tell FCC Their Petition Yr. Old

(Continued from Page 1)

petition for immediate consideration, pointed out that there has been no action at all on either of his two filings.

The stations include WNYC, New York; WOI, Ames, Ia.; WKAR, East Lansing, Mich.; WNAD, Norman, Okla.; and WHCU, Ithaca, N. Y.

Cohn wrote that:

"The inactivity of the Commission in connection with this matter has had the effect of denying to the public an opportunity of hearing programs in the public interest. Equally important, this very inactivity has effectively denied the petitioners their rights under Section 4 (d) of the Administrative Procedure Act and Section 1.702 of the Commission's rules which specifically provide that petitions may be filed to institute rule making proceedings. I am aware of the great volume of work before the Commission. Nevertheless, I think it is unfair to the petitioners effectively to deny their petition by inactivity. If the Commission desires to deny the prayers of the petition, it should act upon the petition and deny them rather than to continue to ignore them."

More Co-operation Urged By Missouri Newsmen

Jefferson City, Mo.—The Missouri Association of Associated Press Broadcasters, meeting here, emphasized radio's role in the exchange of news and directed that the Association's Continuing Study Committee explore the matter further. The greatest challenge, according to the meeting, lies in developing a cooperative spirit on the news front.

The news broadcasters agreed, by a majority hand vote, to accept collect calls from other members when the members wished to relay news of primary importance to the accepting station.

Bruce Barrington, news director of KXOX, was elected president of the group and Jim Monroe, KCMO, vice-president. Merrill Chilcote, managing editor of the St. Joseph *News-Press* was guest speaker. He discussed the prejudice, among newspapers, against sharing a story with another member in the same territory.

Emerson Dividend

Emerson Radio stockholders will receive a 10 per cent stock dividend on December 23, 1949, the company has announced. The board of directors in voting the dividend said that rapid expansion of television dictated the necessity of conserving funds to meet any requirements that might arise. The Emerson Radio and Phonograph Corporation paid cash dividends of $1.30 per share in the fiscal year ending October 31, 1949.

COAST-TO-COAST

WTTM Editor Interviews Guest

Trenton, N. J.—Commemorating the 204th broadcast of the Rutgers University Forum, aired over WTTM each Saturday at 12:30 p.m. Arnold Snyder, station news editor, will act as one of three interviewers on the Saturday, November 29th broadcast featuring as guest speaker Dr. Charles R. Erdman, Jr., commissioner of the Department of Conservation and Economic Development.

Disc Jockey Defeated

Washington, D. C.—Jerry Strong, WINX morning man and disc jockey, has been spinning the records his listeners want to hear for the past ten years. However, Strong was forced to admit defeat recently, when he received the following from a request listener. "Please play Margaret Truman's recording of 'Mule Train.' Any morning between 7 and 8 will be fine.

WDAR Covers B-29 Search

Savannah, Ga.—WDAR sent its Program Director, Milton Bellah, and Chief Engineer, Howard Jewett, out to cover the search for the survivors of the B-29 which crashed while flying to Bermuda. These two men were airborne for seventeen hours, and while the plane they were on did not locate the survivors, they came back with an interesting story for a fifteen-minute broadcast.

U. S. Rep. Speaks On WDRC.

Hartford, Conn. — United States Representative A. A. Ribcoff, who has just returned from a six-week's tour of Europe, describes his reactions and his opinions on foreign policy in a broadcast over WDRC, Monday, Nov. 28, at 6:30 p.m. The broadcast was arranged by the Foreign Policy Association.

Lux Contest Results

Dayton, O.—The WHIO-Lux Radio Theater "Prettiest 15-Year-Old Girl Contest" came to a climax in the WHIO listening area November 21, with the announcement of Betty Jean Tompkins as local winner during Bob Campbell's "Teen Time" program on WHIO-TV.

Holt Resigns WHAY Post

New Britain, Conn. — Hillis W. Holt has resigned as general manager of radio station WHAY to become chairman of the board of directors and chief engineer. This announcement is made by the stockholders of the Central Connecticut Broadcasting Company.

WCSI Airs IC Contest

Columbus, Ind. — Radio Station WCSI-FM again this year has completed arrangements to broadcast the Big Four Christmas basketball tournament, The Indiana Classic, to be held in Butler Fieldhouse, Indianapolis. This is the second year that WCSI has broadcast the event.

Urges More Simplicity In Planning Advertising

Roanoke, Virginia—The need for simple and straightforward advertising was emphasized by Leonard W. Trester, chairman of the Advertising Committee of the United States Chamber of Commerce, in an address before the Roanoke Advertising Club last week.

Trester said there is a challenge to those engaged in advertising to answer critics "not only by creating a better public understanding of the purpose and function of advertising, but also by cleaning the stables where necessary." He continued "The Federal Trade Commission has been looking with a jaundiced eye on distribution methods which in particular lines are inseparable from nationally advertised brands."

The Chamber of Commerce representative told the club that "Consumer publications, generally critical of our distribution system and of its keystone-advertising have tripled in circulation since the war. Also, according to the Psychological Corporaiton, the number of people who believe advertising increases the cost of goods is at an all-time high."

Trester, who is also Director of Public Policy for the General Outdoor Advertising Co., Inc., said public opinion was made locally. He urged clubs to reach people through local action.

Five New Programs Being Packaged By CBS

CBS has packaged five new shows which have been auditioned and may become part of the web's schedule within the next few months. All were created by the network's program department under veepee Hubbell Robinson.

"The Show Goes On," full-hour variety series starring Robert Q. Lewis will be auditioned as a simulcast on Dec. 1. If it clicks, CBS may spot it in the 10 P.M. period on Tuesdays. "Up For Parole," a half-hour dramatic series based on case histories of decisions granted by state parole boards, has been developed and now waits programming action.

A five-a-week daytime serial "Halfway To Heaven" also awaits action as do two 5-minute quiz shows, "Spell A Tune" and "How Do You Rate."

Round Table Discussion Set

Cambridge, Mass.—"Are Christianity and Capitalism Compatible" will be the topic of a special ABC forum from Cambridge High and Latin School on December 3. Author Clare Booth Luce and Dr. Reinhold Neibuhr of Union Theological Seminary will speak. A students' round table will follow the discussions on the full-hour broadcast.

Hyde Reports To FCC On NARBA Problems

(Continued from Page 1)

tatives, and that he cannot tell yet how it will come out. The NAB resolution of last month, by NAB's Fourth District, did not help matters at all, he said. The NAB group had called for economic sanctions against the Cubans, and for permission to American stations now bound to protect Cuban broadcasters up to their power and effectively spoil the Cuban signal because of charges that Cuban stations have for several months been interfering with American stations in contravention of the expired agreement.

Statement by Hyde

"I have no desire to spat with NAB" Hyde said, "but it is unfortunately true that the resolution did make it more difficult for us to negotiate with the Cubans."

He said that although Mexico is not formally participating, there is a Mexican observer on hand and that he is hopeful there will be no great difficulty with Mexico once a new aggreement is achieved.

Big Brother Group Seeks Aid Of Radio

Philadelphia—The Big Brothers of America, a leading volunteer agency in the fight against juvenile delinquency, has enlisted the aid of sponsors and stars of network radio shows to promote the observance of Big Brother Week throughout the U. S. and Canada Jan. 15-21. Members of the Public Relations Advisory Committee for Big Brother Week include Donald W. Thornburgh, president of WCAU; H. A. Batten, president, N. W. Ayer and Son, and Norman W. Geare, of Geare-Marston, Inc. The Advertising Council is also cooperating in the observance.

NAB Sends FM Members Revised Ownership Study

Washington Bureau of RADIO DAILY

Washington—NAB announced Friday that it is sending FM members a revision of its 1948 study "Procedures for Determining FM Set Ownership by Communities." The study is by Dr. Kenneth H. Baker, research director, and outlines inexpensive methods to estimate set ownership for those stations which need special circulation figures.

It was suggested that now or early next year is an excellent time for such studies.

Patton Joins ABC, Chi.

Chicago—Appointment of Phillip G. Patton as executive producer for ABC here was announced last week by Fred Killian, Central Division program director, Patton will be in charge of directors and program assistants and will maintain general supervision over continuity and film departments.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 38 NEW YORK, TUESDAY, NOVEMBER 29, 1949 TEN CENTS

NARFD NAMES OFFICERS, LISTS AWARDS

Mitchell Talk Feature Of Dist. 16, NAB, Meet

Phoenix, Ariz.—The 16th District, NAB, convention opened here this morning with greetings from Hon. Dan E. Garvey, Governor of Arizona.

The meeting was called to order by Calvin J. Smith, NAB district director, and Austin Joscelyn, KNX, who introduced Maurice B. Mitchell, director of BAB. Mitchell gave his famous "Mitch's Pitch" on "Increasing Radio's share of the Advertising Dollars," "National Spot Business" and "How to Turn People into

(Continued on Page 8)

Hedges Named Chairman Of March Of Dimes Drive

William S. Hedges, NBC vee-pee in charge of planning and development has been named chairman of the Radio & Television Broadcasting Stations Division of the fund raising drive for the National Foundation of Infantile Paralysis, it was announced by Emil Schram, chairman of the greater New York 1950 March of Dimes. Mr. Hedges is also president of the Radio Pioneers.

According to Mr. Schram, a quota

(Continued on Page 2)

GOP Publicity Director Dies Suddenly On Sun.

Washington Bureau of RADIO DAILY

Washington—William C. Murphy, Jr., 51, publicity director of the Republican National Committee, died on Sunday in his sleep of a heart ailment.

Murphy assumed the Republican party post in May, 1945, after having served for 25 years as a political reporter in Washington. His news-

(Continued on Page 8)

Reticent

Washington — Assistant Attorney General Herbert A. Bergson, head of the anti-trust division of the Justice Department, has refused comment on reports that his division must decide shortly whether it will proceed with an all-out anti-trust suit against the three major nets. Bergson was absolutely unwilling to answer questions regarding the probe.

Nightlifers

After midnight radio programs draw American tourist trade, Corey Thompson, manager of CKVL in Quebec, told the Massey Commission on Arts, Letters and Sciences. He submitted to the Commission that all state-owned transmitters should give service 24 hours a day to attract holiday-ing Americans in Canada.

Col. Records Sets Radio Spot Campaign

Columbia Records will use spot radio in local markets throughout the country in a special pre-Christmas campaign to plug their LP line. The spots will be in addition to the regular co-op shows used by local record dealers.

The radio advertising will be supplemented by ads in local newspapers and national magazines, according to Ken McAllister, Co-

(Continued on Page 2)

Hearing By FCC Dec. 20 On WHOM Shift To N. Y.

Washington Bureau of RADIO DAILY

Washington—The FCC has scheduled oral argument for December 20 on its proposal to deny the application of WHOM to move its studios from Jersey City to New York, it said yesterday. The studio shift had appeared to be merely a matter of formal approval, but ran into a policy shift during the long period in which it was pending. An initial decision is now out denying the change.

Roy Battles Prexy; Phil Alampi Veep; 10-Year Farm Broadcasters Cited; Association 'Handbook' Ready

Chicago—Roy Battles, farm director of WLW, Cincinnati, was elected president of the National Association of Radio Farm Directors at the group's sixth annual convention held here at the Stevens Hotel over week-end. Some one hundred and twenty-five farm directors were present here for the

(Continued on Page 5)

New England Group Form Regional Web

Boston—Twenty-one stations in six New England states have formed the New England Broadcasting System, Kettle-Carter, radio representatives in Boston, has announced.

NEBS says the stations will be sold as a single unit, or by parts. The newly formed network is holding a sales meeting at Boston's Ho-

(Continued on Page 8)

WJR Aids Farm Directors With Mobile Studio In Chi.

Chicago—The complete facilities of WJR's mobile studio again were made available to the nation's radio farm directors meeting in Chicago for the National 4H Congress and the International Live Stock Exposition. The studio is lo-

(Continued on Page 2)

KHQ Tower Damaged In Northwest Wind Storm

More than 400 feet of the 826 foot tower owned by station KHQ, NBC outlet in Spokane, Wash., lay crumpled on the ground following the severe wind storm which last Saturday lashed the Pacific north-

(Continued on Page 8)

Fax Presentation Made To Columbia 'U'

A facsimile transmission and receiving system has been turned over to the Columbia University Graduate School of Journalism by the New York Times, Dean Carl W. Ackerman announced yesterday.

The equipment will enable students to study the techniques in the field of electronic communications, according to the dean. He says the

(Continued on Page 5)

Taylor Denies Charges Of 'Monopoly' By FTC

Henry J. Taylor, ABC news commentator, yesterday denied Federal Trade Commission charges that his Package Advertising Company "tended to create a monopoly" in unpatented wax paper wrappers which Taylor is alleged to have

(Continued on Page 5)

W. U. Hits AT&T 'Monopoly' At Hearing On Video Relays

Washington Bureau of RADIO DAILY

Washington—The right of AT&T to monopoly in TV relay was examined by the FCC yesterday, as it held hearings on its initial decision ordering the company to permit inter-connection with privately-owned relay systems for the intercity sending of TV programs. Western Union registered a stiff protest against the Commission order as drawn, on the ground that while it would require interconnection, for instance, with Philco's microwave relay setup between New York and Philadelphia, it would not require inter-connection of AT&T circuits with Western Union facilities between Phladelphia and New York.

The Commission proposal is that the Bell System be required to permit the use of the privately-owned

(Continued on Page 7)

Anniversary

The second anniversary of the establishment of the State of Israel by the United Nations will be observed by a special broadcast over WLIB today. The station will broadcast recorded excerpts from UN proceedings two years ago when the state was approved. The program will also include music appropriate to the occasion.

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Tower Petroleum Bldg.,
Dallas, Texas
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FINANCIAL

(November 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/8	7 1/4	7 1/4	.....
Admiral Corp.	29 1/4	29	29	.....
Am. Tel. & Tel.	146 7/8	146 5/8	146 7/8	+ 1/4
CBS A	25	24 7/8	25	.....
Philco	29 7/8	29 3/4	29 7/8	.....
RCA Common	12 3/8	12 1/8	12 1/4	.....
RCA 1st pfd.	73 1/2	72 5/8	73 1/2	+ 1/2
Stewart-Warner	11 7/8	11 7/8	11 7/8	+ 1/4
Westinghouse	28	27 1/2	27 1/2	— 5/8
Westinghouse pfd.	102 1/2	102 1/2	102 1/2	.....
Zenith Radio	28 3/4	28 5/8	28 3/4	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/4	15 1/8	15 3/4	+ 3/4
Nat. Union Radio	2 1/2	2 1/2	2 1/2	— 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	13 3/4	15

GOODWILL GESTURE BRINGS IN RETURNS

Hollywood — Goodwill promotion of stations throughout country via special Christmas shows sold at flat price in all markets was reported to be in final stretch by Joseph F. MacCaughtry, president of Cardinal Co., radio-TV production firm.

Organization packaged top names in four quarter-hour programs tailored for one-time broadcast during coming holidays. Labeled "Xmas-4" the entire package has been made available to all markets for flat price of $20.00.

Response to this station promotion has been terrific, according to MacCaughtry. Indications are a minimum of 400 stations will carry Cardinal Christmas shows during holidays.

Four shows are designed to be broadcast as late as December 25th, if not before.

Company is filling orders from its Hollywood headquarters at 6000 Sunset Boulevard, Hollywood, Calif.

Adv.

☆ COMING AND GOING ☆

A. E. JOSCELYN, director of operations for CBS in Hollywood, and MERLE JONES, general manager of KNX-Columbia Pacific Network, are returning to the film capital after having attended NAB's District 16 meeting in Phoenix, Ariz.

EARL MULLIN, publicity manager of the American network, is back at his desk following a week-long vacation.

HERMAN GUERIN, development-group administrative assistant in the engineering department of NBC, is in Camden, N. J., attending a meeting on television lighting.

MORTIMER W. LOEWI, director of the DuMont network, is resting up for awhile in Hollywood, Florida.

JOHNNY LONG and the members of his band are in New Bedford, Mass., another stop in their current series of personal-appearance engagements.

PHIL ALAMPI, farm director at WJZ, is due back today from the annual meeting of the Radio Farm Directors, which was held at the Stevens Hotel in Chicago.

W. W. CHAPLIN, commentator for NBC and narrator on the network's "Report to America," is expected back tomorrow from Houston, Texas.

MAURICE B. MITCHELL, director of the Broadcast Advertising Bureau of the NAB, today is in Los Angeles to address the Advertising Club of the movie city on the subject, "Increasing Broadcasting's Advertising Dollars."

GORDON GRAY, vice-president of WIP, Philadelphia, is in Chicago on business. He'll be there through tomorrow.

JOHN DERR, assistant director of sports at CBS, back from South Bend, Ind., where on Saturday he directed and produced the network's broadcast of the Notre Dame-Southern California game.

GEORGE CASE, manager of WNAO, Raleigh, N. C., is spending some time in Gotham on station business.

JOE WEIL today is flying to Hollywood to supervise production of a special fund trailer and several television spots.

WJR Aids Farm Directors With Mobile Studio In Chi.

(Continued from Page 1)

cated across the street from the Stevens Hotel. Last year 42 different stations transcribed programs at the WJR studio for re-broadcast over their own stations. The records and facilities were offered at no cost to the radio stations as a Goodwill station public service. Many types of programs were recorded varying from transcriptions of 4H Club and Live Stock Exposition news highlights to interviews with local winners of National 4H Club and Livestock awards.

General Manager Harry Wismer led a WJR delegation consisting of Farm Editor Marshall Wells, promotion manager, James Quello, and producer engineers Bert Vangeisen and Keith Kinney. The WJR studio usually functions under the direction of Farm Editor Wells to bring radio to the farmer and to rural Michigan and Ohio areas. It has been a popular feature at many state and county fairs and agricultural conferences.

Arch Kepner

Arch Kepner, continuity editor of WQXR, died Sunday at New York's Mount Sinai Hospital after a two-month illness. Kepner was born in Frankfort, Kentucky and graduated from Princeton University. He joined WQXR in 1937 as an announcer and was chief announcer for the station when he joined the Navy. After his service, Kepner returned to WQXR as head of the continuity department.

A champion bridge player, he reached the quarter finals of the 1949 Vanderbilt knock-out team-of-four national tournament.

Wedding Bells

Mike Dann, NBC trade publicist, and Joanne Himmell, of WNBC's "Tex and Jinx" staff will be married Friday, December 2. The newlyweds will honeymoon in Nassau.

Hedges Named Chairman Of March Of Dimes Drive

(Continued from Page 1)

of $4,000,000 has been set as the goal of the 1950 drive in the greater New York area. The national case load of infantile paralysis is expected to reach 40,000 with nearly 2500 cases in New York City alone.

Col. Records Sets Radio Spot Campaign

(Continued from Page 1)

lumbia's manager of distribution and promotion. He says the ads will concentrate on the new LP model 103, the older 102 model and LP records in general.

Columbia is also working on film spots to be used for television, but there is doubt that this media will be used before Christmas.

Noma Using TV Spots To Sell Xmas Novelties

Noma Electric Corporation is using TV for the first time to advertise their line of Christmas decorations. The first of the one-minute film spots appeared last night and others will be run over 32 stations in 11 cities throughout the country from now until December 21st.

H. J. Williams, advertising manager for Noma, says this is the first step along this line. He adds that radio was tried some years ago, but with little success. Williams says that color television might make television ads for them much more effective. The Albert Frank-Guenther Law Co. is the Noma agency.

He means business!



There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!

W-I-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W-I-T-H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. W-I-T-H gives you *more* listeners for *less* money than any other station in town.

That's why you can do so *much* with so *little* on W-I-T-H. So don't monkey around. Remember that W-I-T-H *means* profitable business. Get the whole story from your Headley-Reed man.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

Jamison has something on his mind...



As a matter of fact, our Mr. Jamison, one of the brightest young men in town, has *plenty* on his mind.

Although he is much more salesman than statistician, he has a a ready fund of facts and figures on the broadcasting business that is the envy of many a representative twice his age.

"I look at it this way," he will tell you. "There is nothing secret about most of the information I carry around in my head (where I can always find it). Most of it is available in various standard or special sources of information. The rest you can get for the price of a phone call to the right man. But the point is this: when an advertiser or a broadcaster wants information, he is very likely to want it fast. And the man who can give him the most information fastest is the man who is serving him best. Radio representation, as you know, is a *service* business. We don't actually own anything but the furniture—Spot Radio, the product we sell, we sell for somebody else.

"The fact that my clients appreciate this fast service helps me sell more time—the *right time*—either to them or for them. And the fact that any Weed and Company representative can do the same lets us today do more business for our clients (advertisers and broadcasters alike) than ever before."



Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

AGENCIES

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of William Ross Fry as a creative supervisor in the Detroit division. Fry, a graduate of Columbia University, has had 23 years' experience in the advertising field with General Motors, Chrysler, the Geare-Marston Agency in Philadelphia, and Campbell-Ewald in Detroit.

MANNIE GREENFIELD ASSOCIATES, publicity, now handling singer Jo Stafford in collaboration with the Margaret Ettinger office of Hollywood. The Greenfield organization has also added Capitol Records' musical director, Paul Weston to its stable.

PAUL ROBERTS, formerly a radio director at NBC, has joined the radio department of Benton & Bowles as script editor and radio director.

THE ADVERTISING COUNCIL will give radio bulletin and car card support to the American Heart Association next February during the drive for funds that month.

DAVIS BROS. FISHERIES COMPANY, INC., of Gloucester, Mass., has selected James Thomas Chirurg Company, Boston and New York, as its advertising agency to promote two of its products in nation-wide markets. These products are a new cat food and a new addition to the famous Deep Sea Dave line: fresh-frozen fish fillets. Davis Bros. will be served through the Chirurg Boston office.

VISION-CRAFT CO. of Newark has named H. W. Hauptman Co. to handle television shows and other advertising.

D. C. BERRY, advertising manager for McKesson and Robbins, Inc., has been promoted to vice-president in charge of advertising.

JOHN W. CUNNINGHAM has joined Sloane-Stoll, Inc., as an account executive.

INSULINE CORPORATION OF AMERICA of Long Island City, radio electronic parts manufacturer, has named Bass and Co. as their agency.

FRANK BRINE has been named advertising manager of The Babb Co.

Sales Executive
TELEVISION and RADIO PACKAGE SHOWS
available
Excellent contacts with Agencies and Sponsors of Big Time programs. Write or Wire Box Number 289, RADIO DAILY, 1501 B'way, N. Y.



California Commentary. . . !

● ● ● Absence of broadcasters who are attending the NAB District convention at Phoenix leaves radio row rather deserted this week. . . . practically all of the top broadcasters made the Arizona trek. . . . Pat Patricoff, former Steve Hannigan publicist, showed the film colony a trick or two when she produced a movie short, "Santa's Workshop" and planted it as an entertainment feature on 40 TV stations. . . . Pat's film was a plug for North Pole, N. Y., on Whiteface Mountain in the Adirondacks and carried a smart plug for a new line of toys. . . . "Kornegie Hall," comedy TV musical show, featuring Freddy Fisher and his Snicklefritz orchestra, has been added to the program sked of KLAC-TV. . . . Joseph T. Ainsley, director of the "First Nighters" for the past 15 years is handling the new Jay Lee Rocca-Hal Davis production. . . . Irene Ryan begins her third year on the Bob Hope show with tonight's broadcast on NBC. . . . west coast staffers of NBC are betting that more executive changes will be made in the radio department of the network in New York before January 1st. . . . Glenn Langan plans to halt transcriptions of his "Mystery is My Hobby" on the Mutual web and to go "live" around January 1st under Knox pharmaceutical sponsorship.

Hollywood

☆ ☆ ☆ ☆

● ● ● There are now better than 260,000 TV receivers in the Los Angeles areas. Figuring five viewers per set, this gives a total of 1,300,000 regular TV fans. Statistics are really jumping. . . . MJB Company, coffee, and American Tobacco Co., have renewed on Don Lee TV-KTSL. Coffee Co. account is placed through John Blair Co. & BBD & O agency, San Francisco. . . . Bill Shaw, KNX-CPN assistant sales manager, returned from a three-week trip to New York and Chicago on a sales stint. . . . Teddy Hart has entered the TV producing field through Teddy Hart Production, which will make thirteen subjects, 15 minutes each. Studio space now is being set, with shooting to start late in December. . . . Radio Station KSJO, San Jose, California has renewed their contract with World Broadcasting System for use of their transcribed library service. . . . Jerry Devine is recording his December 2, 9 and 16th ABC "This Is Your FBI" broadcasts, so that he can take a combined business and vacation trip to New York with his family. Jerry needs a well deserved vacation. . . . The Lyon Van & Storage Co., Los Angeles, will sponsor a 13-week series of six weekly participations in the KNX "Housewives Protective League-Sunrise Salute" programs featuring Knox Manning. Order was placed through Smalley, Levitt & Smith, Inc., Los Angeles. Meredith Pratt is the KNX account executive.

☆ ☆ ☆ ☆

● ● ● Sterling Drug, Inc., has signed a 52-week renewal of "Bride and Groom" broadcasts over 222 stations of the American Broadcasting Co.'s radio network effective January 2nd, 1950. Show is emceed by John Nelson and produced by Marvin Beck. Jack McElroy is singer-announcer. Dancer-Fitzgerald-Sample, Inc., handled the deal. . . . The famous Santa Claus Lane parade, in which NBC and KNBH stars appear, was televised by KNBH, from the corner of Sunset and Vine, Hollywood, on last Wednesday. . . . Larry Finley Productions will open another office in Portland, Ore., this week as distribution center of radio stations in the Pacific Northwest. . . . Bill Gillett, v.p. and director of TV for Young and Rubicam, Inc., agency, is in from New York to visit Hollywood office for ten days. . . . Les Mitchel, producer-director of "Skippy Hollywood Theater," returned to Los Angeles after three weeks in London, England, where he produced six special "Skippy" shows to be heard over CBS.

SOUTHWEST

RALPH WIDMAN, Sports Director of WFAA, Dallas, was the unwitting originator of a new "bowl" game to stop all further trends in that direction. A mere mention, on one of his sports broadcasts, of the interest in several Eastern "midget games" brought forth an open challenge from the little town of Gause, Texas, which boasted an undefeated and untied "midget" football team. San Saba, Texas, promptly challenged the challengers and when Midman told the story, the Cameron, Texas, Chamber of Commerce was flooded with demands for sponsorship, with the result that the "Milk Bowl" game was arranged for December 10. WFAA, Dallas, will carry the entire game and give the little fellers the same treatment they accord Southwest Conference games. The future grid stars, who will shine in the first "Milk Bowl" fracas, are all under 13 years and under 100 pounds.

Roy Hofheinz, President of KTHT, MBS outlet in Houston, was honored speaker, at-the-breakfast-table, before the Executives Association of Houston. Bill Bennett was program chairman and introduced Hofheinz to the club which holds regular breakfast meetings at 7:30 AM each week.

Bob Hope will make a personal appearance in Fort Worth December 2 at Will Rogers Coliseum. Proceeds from the show go to the Free Milk and Ice Fund of the Star-Telegram WBAP's newspaper affiliate. The entire production, publicity and promotion of the show is being handled by station personnel. In addition to his personal appearance, Hope is in Texas to look after oil interests, go bird hunting, attend the Notre Dame game and a smoker, and to play an exhibition golf match at Rivercrest Country Club in Fort Worth. He arrives by plane Wednesday, November 30.



Tele-Set Production Rapid, RMA Reveals

Washington Bureau of RADIO DAILY

Washington—Production of television receivers by RMA member companies is going along at a rapid rate, with the weekly turnout for the month of October amounting to 76,193 for a total of 304,773 sets during the month. This was about 35 per cent better than the September total—and RMA estimates that nonmember companies turned out enough ses to push the October figure to more than 360,000. This brings the year's figure to 1,707,613 sets for members, with total production for the first 10 months probably well over two million sets.

FM-AM and FM-only sets turned out last month totalled 83,013, compared with only 70,936 the month before, with FM bands on 50,545 of the TV sets which came off the lines last month. The year's high was chalked up in the production of AM-only sets, with 587,267 reported.

October total for all three kinds of sets was 975,053 sets—the 1949 high.

Taylor Denies Charges Of 'Monopoly' By FTC

(Continued from Page 1)

licensed on a royalty basis, other wax paper manufacturers to use. The FTC said that Mr. Taylor, who purportedly collected $1,300,000 in royalties in the years 1931-'45, manufactured and sold under his own trade mark, Ad-Seal-It, printed inserts and outserts used by bakers for advertising media in transparent wrappers.

Taylor Denies Charges

Taylor stated yesterday that the FTC was late in bringing the charges to light and said that he had "nothing to cease and desist from" since all licenses referred to by the Commission had been rewritten two years ago. He likened his situation with that of a lessee in an apartment who had a dog and who, after signing a lease and moving in, found that a new apartment regulation prohibited dogs. "The only thing to do," said Taylor, is to rewrite the lease, and, in our case, we did that more than two years ago."

A commission spokesman said that the proceedings had started in 1946 and that the FTC found that Taylor held two patents, one covering the method of applying the advertising bands to the wrappers and the other covering the package resulting from use of the method patent. However, the FTC charged, Taylor does not own any patent right which gives him control over the manufacture and sale of Ad-Seal-It bands.

The proceedings were brought under the FTC law which charges the commission with enforcing the statute against unfair trade practices.

Taylor said that the FTC charges were "entirely academic" since the licensing agreement referred to had terminated in March along with the patents of the bread wrapping method. His company, which also manufactures the wrappers, issued licenses without charge, Mr. Taylor said, and required from the licensees a uniform royalty on sales actually made.

Battles Named President Of Radio Farm Directors

(Continued from Page 1)

meet. Other officers elected were: Phil Alampi, WJZ, New York, vice-president, and Chris Mack, WNAX, Yanktown, South Dakota, secretary-treasurer.

Panel discussions occupied a major part of the confab with members agreeing that with increasing economic competition the farm department of a station could no longer be a luxurious step-child but from now on must stand on its own two feet. In summing up the panel discussions Sam Schneider of KVOO, Tulsa, said that successful farm programming is not a one man job but must be a co-ordinated effort from all departments of the station including sales, publicity, programming and promotion together with the co-operation of the advertiser and agency.

Citations were awarded farm directors who have served as agricultural broadcasters for more than ten years. Special recognition was given the following at the annual banquet here Sunday night, for more than twenty years service: Arthur C. Page, WLS, Chicago; John Merryfield, WWJ, Detroit; Wallace Kadderly, KGW, Portland, Oregon; George C. Kister, KMMJ, Grand Island, Nebraska; Bill MacDonald, KFAB, Omaha; Ken Gapen, United States Department of Agriculture, and Charley Stookey, KXOK, St. Louis.

Ten-Year Men Listed

Farm broadcasters receiving citations for more than ten years service were: Herb Plambeck, WHO, Des Moines; Jim Chapman, WTAM, Cleveland; Harry Campbell, WBBM, Chicago; Sam Schneider, KVOC, Tulsa; Charles Worchester, WMT, Cedar Rapids; Glenn C. Lorang, KHQ, Spokane; Layne Beatty, WBAP, Fort Worth; Amos Kirby, WCAU, Philadelpha; Everett Mitchell, NBC, Chicago; Phil Evans, KMBC, Kansas City and Emil Farmer Bill, WMBD, Peoria.

For the first time regional meetings will be held with farm broadcasters from each respective area as well as colleges and others being invited to participate. Regional chairmen who will conduct the area confabs sometime during 1950 are: Mel Hanson, WOW, West North Central; Glenn C. Lorang, KHQ, Pacific Northwest; Henry Schact, KNBC, Pacific Southwest; Homer Martz, KDKA, East; and a chairman to be selected for the East North Central region.

Chuck Worcester, chairman of the professional guidance committee, and farm director of WMT, Cedar Rapids, Iowa, announced that work has been completed for the groups' "Radio Handbook of Farm Broadcasting" and will be available shortly after the first of the year. Believed to be the first work of this kind ever assembled, the handbook will be of immeasurable aid to stations desiring to set-up a farm department, for new stations, colleges and others.

Now comprising one hundred and seventy-five members, a drive will be instituted under the chairmanship of the new secretary-treasurer, Chris Mack, to increase the group's membership. The NARFD will also get together in Washington this summer, prior to Congressional adjournment, for meetings with the Department of Agriculture, Farm Congressional committees and farm organization people. Next year's annual confab will again be held in Chicago, just as this year, in connection with the 4-H Convention and International Livestock Exposition.

Producer On "Sardi's" Today

Frances Scott, radio and television producer, today will be one of Bill Slater's guests on "Luncheon at Sardi's" over WOR at 1 p.m.

Fax Presentation Made To Columbia 'U'

(Continued from Page 1)

apparatus has been installed in the Journalism Building on the Columbia campus.

The gift includes a complete scanning assembly for recording of copy and 16 console receivers, spare parts and special paper for facsimile transmission. The equipment was manufactured by the General Electric Co.

Calvin B. Conway

Calvin B. Conway, 36, staff organist for WFAH, Alliance, O., and well-known dance band leader in that area, was killed Nov. 22 in a head-on automobile crash five miles east of Canton, O. He was also formerly employed by WHBC, Canton. Conway had his own orchestra in Canton for many years. His wife and two children survive.

Will Sponsor Basketball

Newark—Atlantic Refining Company has signed as sponsor for the twenty-one home basketball games of Seton Hall College over WNJR, it was announced by Harry Goodwin, station general manager. Bill Moore, WNJR sports staffer, will do the play-by-play with the second man yet to be named.

Fashion Note

Can you name the *only* radio personality who was (1) a speaker at the 1949 Fashion Designer Lecture Series at Carnegie Institute, (2) elected a regional director of the Pittsburgh branch of Fashion Group, Inc., (3) invited to accompany a recent Fashion Study Tour of France and England? Answer: Janet Ross, director of the KDKA Shopping Circle (9:30-10:00 AM, Monday through Friday). Can you give the number of replies pulled by two recent announcements on the Shopping Circle? Answer: 3,375, from 86 counties. Do you know how economically you can get *your* product on the Shopping Circle? For the answer call KDKA or Free & Peters.

PITTSBURGH
50,000 WATTS
NBC AFFILIATE
KDKA

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

PROMOTION

News Program Contest

Promotional contest for "Wendy Warren and the News" over CBS is under way for a thirteen week period, according to an agency spokesman at Benton & Bowles.

Contest calls for the submission of women's news items by women news commentators to Wendy Warren. Items selected for broadcast by Wendy Warren will earn a handsome Benrus desk clock for their originators. One item will be used each week and, at the end of thirteen weeks, the item selected as best will earn a week's visit in New York as guest of Wendy Warren for its originator. No limit is set as to the number of items that may be submitted by any one contestant.

News items will be judged by Wendy Warren, Doug Edwards, CBS newsman; and Mrs. Betsy Talbot Blackwell, of Mademoiselle.

Observe Hockey Anniversary

Radio station KOWH and its sports director, Jack Sandler, remembered the 10th anniversary of hockey in Omaha. On Wednesday, November 16, 1939, the first professional hockey game was played in Omaha with the Omaha Knights defeating the Tulsa Oilers 3-2. Ten years later, November 16, 1949, the Omaha Knights celebrated the occasion by beating the Louisville Blades 6-1.

In addition to the ice presentation, a special 30-minute radio program was aired over KOWH Sunday, November 20, consisting of a wire recording of the ice ceremonies and the presentation of the birthday cake.

Special RCA Brochure

RCA recorded program services have prepared a brochure to call local advertiser's attention to the new Claude Thornhill Win a Holiday show being presented on the Thesaurus label. The listeners will take part in the recorded program by identifying an untitled melody played by Thornhill. RCA services explain how prizes will be awarded in the local-national contest.

WOHI On 1490-Kc.

WOHI, East Liverpool, O., will begin broadcasting Dec. 1 on a 1490-kilocycle spot recently vacated (11-27) by WWSW, Pittsburgh, which will switch to 970 kilocycles. WOHI is owned by the East Liverpool Broadcasting Co., with Richard V. Beatty president and general manager. Station will have a staff of 17.

Anniversary Album

WRBL of Columbus, Georgia, has published a radio album marking the 21st anniversary of their station. The booklet includes details of WRBL's new studios, the Columbus market, and the station's coverage in the area.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of November 18-24, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Thousand Violins	Paramount
Ain't She Sweet	Advanced
Bye Bye Baby	J. J. Robbins & Sons
Crocodile Tears	Johnstone-Montei
Dear Hearts And Gentle Peaple	E. H. Morris
Don't Cry Joe	Harms
Huckle Buck	United
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
I Never See Maggie Alone	Bourne
I've Got A Lovely Bunch Of Cocoanuts	Cornell
Jealous Heart	Acuff & Rose
Just For Fun	Paramount
Last Mile Home	Leeds
Mule Train	Walt Disney
My Street	Campbell
Now That I Need You, (Where Are You)	Famous
River Seine	Remick
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
She Wore A Yellow Ribbon	Regent
Slipping Around	Peer
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
Through A Long And Sleepless Night	Miller
Toot Toot Tootsie Goodbye	Feist
Way Back Home	Bregman-Vocco-Conn
You're Breaking My Heart	Mellin
SEASONAL CHRISTMAS SONGS	
Santa Claus Is Comin' To Town	Feist
White Christmas	Berlin

Second Group

TITLE	PUBLISHER
A Man Wrote A Song	Henry Spitzer
Charlie My Boy	Bourne
Dardanella	Fred Fisher
Envy	Encore
Festival Of Roses	Witmark
Hop Scotch Polka	Cromwell
I Only Have Eyes For You	Remick
I Want You To Want Me To Want You	Mills
If I Ever Love Again	Paxton
Johnson Rag	Miller
Let's Harmonize	Santley-Joy
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
Makin' Love Ukelele Style	Mayfair
Maybe It's Because	Bregman-Vocco-Conn
Meadows Of Haven	Laurel
Music Goes 'Round And 'Round	Santley-Joy
Scattered Toys	Goldmine
Sweetest Words I Know	Life Music
Where Are You Blue Eyes	Knickerbocker
Younger Than Springtime	Chappell
You're Always There	Bregman-Vocco-Conn

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NEW BUSINESS

KTSL, Los Angeles: American Cigarette & Cigar Co. has renewed its three-times-weekly film spot participation in "Lee's Lair" Mon.-Thurs.-Fri. Sullivan, Stauffer, Colwell & Bayles placed the account through the John Blair office, New York. Klever Kook Food Co., for its product, Klever Kook Flour, purchased one five-minute participation spot weekly for 13 weeks on "The Norma Young Show." Lockwood-Shaklewood agency placed the account. Ford Dealers Association of Southern California have placed a series of one-minute film spot announcements ending Dec. 30. Spots will be used Tuesday and Friday nights, respectively, at approximately 10:00 and 10:30 p.m. J. Walter Thompson Co. placed.

Van Camp Sea Food Co., for its Chicken - of - the - Sea Tuna, has bought a series of 13 one-minute film spot announcements ending February 1950. Brisacher, Wheeler & Staff placed account that is scheduled for Thursday nights at 9:00 p.m. Metropolitan Buick Dealers Association, Inc., of Los Angeles, are extending their KTSL purchases to include a series of eight one-minute film participations in the "National Professional Football Highlights" program, Tuesdays, 7:30-8:00 p.m. The McCarty Co. placed. National Premium Beer has bought a series of 104 one-minute film announcements running to Nov. 3, 1950, to be seen on Monday and Friday nights at 10:30. Owen & Chappell, Inc. placed.

KFBI, Wichita, Names Mattison Program Chief

Wichita, Kans.—Henry Mattison has been named program director of KFBI, Wichita, succeeding Justin Bradshaw, who has resigned to become manager of KLMR, Lamar, Colo.

Mattison joined KFBI earlier this year as program production chief. He began his radio career in 1934 with the Central States Broadcasting Co., Lincoln and Omaha, Neb. In other staff changes at KFBI, Bob Page becomes director of news, and Bob Gadberry becomes director of community and special events as well as sports editor and chief announcer.

Two More In Radio Pioneers

Waterbury, Conn. — Milton H. Meyers, general manager of WWCO, Waterbury, and Ford Billings, commercial manager, have been admitted to membership in Radio Pioneers, the minimum requirement for which is 20 years service to the industry.

News Analyst On 'Girls' Show

John Cameron Swayze, NBC news commentator, will be on the spot Sunday night when he appears as guest on "Leave It to the Girls" over NBC-television at 7 p.m.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

"MONOPOLY," SAYS W.U. OF AT&T

TELE TOPICS

A CREDO for TV programming which, we hope, will be given serious consideration by the powers that be, was voiced by Jack Gould, radio editor of the N. Y. Times, last week in a talk over KFMV (FM), Hollywood. Some excerpts follow: "It must reflect the entire contemporary scene and every facet of human endeavor, and it must provide for minority preferences if it is not to degenerate into repetition and sameness, more vaudeville and more mysteries. . . . Entertainment is a gamble, and creativeness is the most illusive thing in the world. We can never be sure of what or who will catch the public's fancy. Therefore it is common practice for sponsors and broadcasters to look for the sure thing—box-office stars and programs which have already met public acceptance. They want to reduce show business to known certainties. But television, which burns up talent at a prodigious rate, must show a willingness to replenish our culture, to try new ideas and new talent. Diversity is absolutely essential."

•

IN VIEW of these statements it should be pointed out that public investment in TV, according to the TBA quarterly report, is estimated at $700,000,000, and should reach one billion by the beginning of 1950. Station investment is estimated at $36,000,000. . . . Results of a just-completed nationwide poll on "Television In America" will be reported by Elmo Roper on his CBS AM series Dec. 4. Included in the survey are set ownership in various income groups, viewing habits and impact on family life. . . . Mark Goodson and Bill Todman, of giveaway fame, have closed a deal with Billy Rose for a series of hour-long shows to be titled "By Billy Rose." Four short stories would be dramatized on each installment. . . . ABC will scan the Pillsbury Grand National Recipe Luncheon at the Waldorf Dec. 13. Art Linkletter will emcee and Mrs. Eleanor Roosevelt will present the awards.

•

"CITY AT MIDNIGHT," sponsored on WNBT by Bedford Stores, will be dropped after tonite's stanza. We still think the location show has great dramatic possibilities and we'd like to see it return. . . . Comic Billy Vine will take over the emcee chores on CBS-TV's "54th Street Revue," beginning Dec. 9, replacing Al Bernie. . . . Mike Hunnicutt has been signed by WMAL-TV, Washington, for two shows a week. One is a 15-minute stanza with his wife, Polly, and the other a musical with Charlie Keaton. . . . Luigi Pirandello's "Henry IV," adapted by Maurice Valency and starring Richard Purdy and Mary Sinclair, will be done by "Studio One" next week.

Speidel Cancels Wynn After Format Dispute

Disagreement between CBS and Cecil & Presbrey agency over the format of the Ed Wynn show has brought about cancellation of the recorded airer by Speidel, Inc., at the end of next month.

The program had been slated to go on a bi-weekly basis at the beginning of its second cycle in January. Speidel and the agency insisted that the show be extended to a full hour, with dual sponsorship, with Wynn augmented by the use of additional guests. CBS, which owns the package, turned thumbs down on this, holding out for the present half-hour format.

CBS sources said that a new bankroller for the show, on a weekly half-hour basis, is expected to be signed shortly.

Jane Rydstrom Promoted

Baltimore — Jane Rydstrom, asistant producer at WAAM, has been promoted to producer-director. Her first assignment is a daily woman's show, "Kitty Dierken Shops For You."

WOR-TV Hoop Sked

Schedule of 21 college basketball games has been lined up by WOR-TV beginning Dec. 2 and running through Mar. 8. Home teams teams will be Columbia, St. Francis and the New York Athletic Club.

Miles Signs "Queen" For 39-Wk. KTSL Test

Hollywood — Miles Laboratories, for Alka-Seltzer, will test Jack Bailey's "Queen For a Day" for video via a 39-week run on Don Lee's KTSL beginning soon after the first of the year. Contract was signed over the weekend through Wade agency.

TV version will follow the AM format established on Mutual during the past five years, but will not be done simultaneously. It will be done in a nighttime half-hour, once a week.

Program was seen locally on Don Lee's experimental station for almost two years, 1946-1948, but the Miles contract marks its commercial debut.

Sundial Buys 'Lucky Pup'

Sundial Shoe Division of International Shoe Co. has signed with CBS for sponsorship of the Friday night installment of "Lucky Pup" beginning Jan. 20. Hoag & Provandie, Boston, is the agency. Program is sponsored on Thursdays by Bristol-Myers for Ipana.

WFIL-TV Sells Wrestling

Philadelphia — Jacob Hornung Brewing Co., through Clements agency, has signed with WFIL-TV for sponsorship of a weekly wrestling program, effective Nov. 28, originated by the Du Mont web.

Cost Of Canadian Video Web Estimated At $25,000,000

Montreal—The first estimate ever made of what it would cost Canada to set up a TV network was given at the Royal Commission on National Advancement of Arts, Letters and Sciences today by Stuart Finlayson, general manager of Canadian Marconi Co.

His minimum estimate: $25,000,000.

Rt. Hon. Vincent Massey, Commission chairman, asked Finlayson for the estimate, saying that to date everyone had replied with the words "stupendous, colossal."

"Put the estimate in dollars, not superlatives," Massey requested.

Finlayson warned that his figures were not definitive but added that each station would cost a minimum of half a million dollars. As at least 50 such stations would be needed in a Canadian net this would mean an outlay of $25,000,000.

In addition, he said, several hundred relay stations costing around $80,000 each would be needed. That would account for another nearly $20,000,000.

On top of this, he added, would be the interval expense—that is, the money that would have to be spent between the time construction started on the stations and when the stations actually began transmission.

Closing this estimate, Finlayson emphasized again that these figures were not definite.

"Anyone," he said, "is liable to come along and say 'Mr. Finlayson, you have overlooked this little item will cost another $10,000.'"

Hits FCC Edict On Interconnection Of Relays

(Continued from Page 1)

links for segments of the overall relay distance—a requirement the Bell System has bitterly fought.

The FCC, however, appears to look upon inter-connection as only a temporary measure, having made it plain that it feels TV relay will eventually be a common carrier operation and having warned it would be unwise to make any long-term investment in private TV relay facilities.

Private companies, on the other hand were urged to try to amortize present investments as early as possible.

Western Union feels that the Commission is unfairly discriminating against it if it fails to order interconnection on the same basis between Western Union and telephone company facilities as between private and telephone company facilities. WU argued for continued competition in the TV relay field as the best assurance of constantly improving service.

It was argued that the Bell System has more equipment in the New York-Philadelphia link than in all the rest of the country—because that is where the heavy competition is.

Spokesmen for DuMont, TBA and Philco were also heard in protest against a Bell System monopoly, while counsel for the telephone company said the company is not pointing toward monopoly.

Race Results Aired Via New Projector

Miami—The Resultascope, a new device developed by Max J. Weisfeldt, vice-president of the Charles Anthony Gross agency, will be used by WTVJ beginning tomorrow to air results of local horse races under sponsorship of Blatz Brewing Co.

Using special gauge motion picture film, the Resultascope shows winning horses passing a picture of the grandstand of the park in which they are racing. The pictured horses, not the ones in the actual race, wear the numbers of the actual winners. Prices paid are shown on a close-up of a tote-board. Each result together with opening and closing commercial runs about a minute. After demonstration before Blatz officials in Milwaukee last week, the brewery contracted with Weisfeldt and WTVJ to sponsor the entire results of Tropical, Hialeah and Gulfstream.

Mitchell Talk Feature Of Dist. 16, NAB, Meet

(Continued from Page 1)

Customers." He also discussed sales techniques of the other media and BAB sales aids.

The agency viewpoint on broadcasting research was discussed at length by Gene Duckwall, business manager of Foote, Cone and Belding, Los Angeles. Duckwall made the following statement:

"Radio facilities are now suffering competitively because of the lack of basic research. All station and networks must first have coverage figures. Such figures to be usable should be standardized. These are now available from BMB. The second BMB study will be much more usable than the first and will be used much more by the time-buyer.

"Secondly, stations and networks, especially the urban facilities, need program measurement figures which indicate the audience in specific time periods. Facilities are not fully prepared to sell time until they have this fundamental research."

In addition to the previous listed arrivals, the following also attended:

Allen B. Alexander, KRUX, Phoenix; Wallace Boone, KNBH, Hollywood; George Bradley, KTUC, Tucson; Bill Connelly, KOOL, Phoenix; William Cook, KTCK, Tucson; Bob Garland, KOOL, Phoenix; Harold Gates, KTAR, Phoenix; Riley Gibson, KXO, El Centro; Harry Hamleton, KNOB, Nogales; Bill Harvey, KTAR, Phoenix; Sam Marcus, KNOG, Nogales; John C. Merino, KFSD, San Diego; Don Metclafe, KYUM, Yuma; Gail Hummel, KTKT, Tucson; Albert Johnson, KOY, Phoenix; Lee Little, KTUC, J. E. Miller, KTAR, Phoenix; Jack Murphy, KSUN, Bishop, Ariz.; Harper M. Phillips, KVOA, Tucson; Don Rankin, KOY, Phoenix; Charles E. Salik, KCBQ, San Diego; Wayne Sanders, KCNA, Tucson; Ray Smucker, KYUM, Yuma; Robert E. Spirso, KOY, Phoenix; Jack Tighe, KTIP, Porterville, California; Victor A. Vaac, KRUX, Glendale.

Mitchell spoke most of the morning and early afternoon and many of the delegates expressed themselves as being completely sold on his remarks.

BAB Mails Folder On Furniture Business

The first of the BAB retail information folders carrying descriptive material on different retail enterprises have been received by NAB member stations. The folders contain an analysis of the operation, economics, merchandising, and advertising problems.

The first release was on furniture and the next one to be released on December 1 is on the jewelry business. The Bureau says other folders will be published monthly to bring salesmen at the local level up to date in each of the businesses he serves.

COAST-TO-COAST

Oil Co's Set Contract

Columbus, Ind. — Arrangements were completed recently for the Sinclair Refining Company, the Snider Oil Company and the Sinclair Distributor, for the companies to bankroll 15 fifteen-minute programs per week over Station WCSI. The arrangements were completed by Graeme Zimmer, radio director of WCSI and Edgar L. Snider, president of the Sniter Oil Company.

WMAL Store For Needy

Washington, D. C.—Jim Gibbons has opened his WMAL Country Store with a broadcast over WMAL from the store located on F Street in front of the Capitol Theater. Canned food, toys and other useful articles contributed by the people of Washington to the the Country Store will be distributed by the Christmas Bureau of the United Community Services to the needy families. Each day, from Monday through Friday, a special program will be broadcast from the Store at 4:30.

M. Fonda Visits Home Island

Trenton, N. J.—WTTM engineer Michael Fonda is enroute to the island of Malta to revisit his birthplace for the first time in eighteen years. Fonda carries with him special WTTM recording equipment which he will use to tape interviews and highlight events for broadcast over the station early in December.

Farm Hour Feature Renewed

Pittsburgh, Pa.—Med Maxwell's feature on KDKA's Farm Hour, "Let's Go Visiting," has been renewed for another 52 weeks by Allied Mills, Inc., through Western Advertising Agency, Inc. The program is heard Tuesday and Thursday mornings on the Pittsburgh Westinghouse Stations.

KTAR Men Get Movie Roles

Phoenix, Ariz.—Three members of the KTAR production staff appeared in supporting roles of a movie filmed around here by Ventura Productions, a subsidiary of Eagle-Lion. The picture, titled "Blaze of Glory," stars Billie Burke, Lon McAllister, and Lois Butler. Those appearing in the film from KTAR are Rol Laughner, Paul Hughes, and Bill Peterson.

WHBF Contest Winner

Rock Island, Ill. — WHBF and WHBF-FM presented a 17-jewel wrist watch to Barbara Wilson, 17-year-old winner of the local "I Speak For Democracy" contest sponsored by the Rock Island Junior Chamber of Commerce. Over two hundred persons attended the speech competition, in which nine high school students participated.

Cutting Joins KITO

San Bernardino, Calif.—Dick Cutting, formerly of CBS Western Division News and Special Events, has joined the staff of KITO. Cutting was also program and music director for KFAC in Los Angeles. While on the announcing staff of KNX (Los Angeles), Cutting was announcer for the Norman Corwin summer series. At KITO he will take charge of special events and news departments.

KEX Christmas Series

Portland, Ore. — The annual Christmas children's program series began by KEX with the initial broadcasts of two regulars, "The Cinnamon Bear" and "Letters to Santa." Broadcast Monday through Saturday, "Letters to Santa" is aired at 4 to 4:15 p.m., and "The Cinnamon Bear" is heard at 4:45 to 5 p.m.

No Replacement Set For CBS Sun. Programs

CBS has not yet set program replacements for the two Sunday afternoon half-hour segments dropped this week by the Longines-Wittnauer watchmaking company effective December 18. Time slots at 2 p.m. and 5:30 p.m., were formerly respectively occupied by Michel Piastro's Symphonette and the Choraleers. Longines-Wittnauer had been bankrolling both shows for the past year. Their withdrawal leaves CBS with practically no sponsored programs on Sunday afternoon.

Wrigley Renews Autry

William Wrigley, Jr. Company, Chicago, has renewed its sponsorship of CBS' "Gene Autry Show" for another 52 weeks effective December 24, it was announced yesterday. Series is aired Saturdays, 8:00-8:30 p.m., EST. Agency is Ruthrauff & Ryan, Inc., Chicago.

KHQ Tower Damaged In Northwest Wind Storm

(Continued from Page 1)

west with gales of ninety miles an hour, and gusts up to 105 miles per hour. The damage to the KHQ tower was the only interference with radio transmission that was reported, according to traffic officials at the major network's New York headquarters.

KHQ officials estimated that 375 to 400 feet of the slender steel structure still remained standing.

Young Joins WCBS

Chet Young has joined the sales staff of WCBS, New York, as an account executive effective immediately it was announced by Don Miller, sales manager. For the past five years Young has been a member of the WOR sales staff and previously was associated with the Associated Press radio department and the traffic department of United Air Lines.

New England Group Form Regional Web

(Continued from Page 1)

tel Statler today to meet with advertisers.

"Buy the Boston Station of Your Choice—NEBS Delivers the Rest of New England" has been selected as a slogan.

Maine stations included in NEBS are: WABI, Bangor, WLAM, Lewiston-Auburn, WPOR, Portland, and WTVL, Waterville. Listed from New Hampshire are: WFEA, Manchester, WKNE, Keene, WLNH, Laconia, and WMOU, Berlin.

WJOY, Burlington, and WSKI, Montpelier-Barre are in the web from Vermont. Massachusetts stations are: WACE, Chicopee-Springfield, WALE, Fall River, WBEC, Pittsfield, WBKA, Brockton, WBSM, New Bedford, WEIM, Fitchburg, WHAV, Haverhill, WKOX, Framingham, and WNEB, Worcester. The lone entry from Rhode Island is WHIM, Providence, and from Connecticut, WTHT, Hartford.

GOP Publicity Director Dies Suddenly On Sun.

(Continued from Page 1)

paper career began in 1920 with The Washington Post following his graduation from Wabash College and the Catholic University of America.

He later worked with The United States Daily, Universal News Service, The Philadelphia Public Ledger, and The Philadelphia Inquirer. He was chief of the Washington Bureau for the Inquirer for eight years before becoming Republican publicity director.

Murphy is a former president of the National Press Club and vice-president of the White House Correspondents Association.

He is survived by his wife, Mrs. Maybelle Murphy; a son, William Gainer Murphy; and a daughter, Mrs. Thomas C. Fraser. A requiem mass will be offered at St. Ann's Roman Catholic Church today in Washington. Murphy, a second lieutenant in the first World War, will be buried in Arlington Cemetery.

Hope Plugs Balloons

Hollywood—Bob Hope and West Coast disk jockey Johnny Grant headlined a special five-minute ABC broadcast, Johnny on the Spot, sponsored by RCW enterprises of Los Angeles yesterday.

Cowan and Whitmore Agency handled the program which was carried over the full ABC network to plug RCW's circus balloon toys.

Mack To Speak On ABC

A report on the national economic outlook will be made on the ABC broadcast of Headline Edition tonight by Walter S. Mack, president of the Pepsi-Cola Co. Mack will be interviewed in Dallas, Texas.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 39 NEW YORK, WEDNESDAY, NOVEMBER 30, 1949 TEN CENTS

MILLER HERALDS ERA OF PROSPERITY

Weekend Listening Increases In New York

Weekend morning and evening listening increased in November, but afternoon listening dropped considerably and midweek listening was down in all periods, according to the latest Pulse radio survey in the metropolitan New York area.

The top-rated programs in the period of Nov. 1-7 were, evening, Jack Benny, 21.0; Walter Winchell, 19.3; "Lux Radio Theater," 18.8; "Amos 'n' Andy," 17.0; "Suspense," 14.5; "Godfrey's Talent Scouts," 13.5;

(Continued on Page 2)

Capehart-Farnsworth Buy Xmas Program On Mutual

Taking its first dip into network advertising, the Capehart-Farnsworth Company, an International Telephone & Telegraph Company subsidiary, has signed with Mutual as sponsor of the one-shot "A Christmas Carol" featuring Lionel Barrymore as Scrooge on Christmas Day over the entire MBS web. Previously, Capehart-Farnsworth dropped most of its advertising coin in magazines and newspapers. J. M. Mathes is the agency.

Quick As A Flash Show Moves From MBS To ABC

Audience participation program, "Quick As A Flash" moves from Mutual to ABC starting December 12, sponsored by Quaker Oats, it was announced yesterday. To be heard on 211 stations, the program will be presented by Quaker Oats

(Continued on Page 2)

Worldwide Coverage

"Russia Today," the special two stanza ABC broadcast on the Soviet Union featuring Joseph Newman and Edmund Stevens, will be transmitted to Africa, Europe, Asia and South America by the Voice of America, it was announced yesterday. Newman and Stevens are both seasoned foreign correspondents who covered Moscow for U. S. papers.

Survives Crash

Dr. Luis de la Rosa, president of the Mexican Association of Broadcasters, was reported among the passengers who survived the crash of the Mexico City bound American Airlines plane at Dallas, Texas, yesterday. Dr. de la Rosa was taken to the Parkland Hospital along with 15 other injured passengers. Thirty others were killed in the airline disaster.

Global TV Network Forecast By Jolliffe

The possibility of a world-wide television network was presented yesterday to 198 graduates of RCA Institutes by Dr. C. B. Jolliffe, executive vice-president in charge of RCA laboratories.

Dr. Jolliffe, in his address at the exercises held in Radio City, said "Transoceanic planes, flying a predetermined distance from each other, could serve as radio relay stations and speed video programs

(Continued on Page 8)

Beatty Covers Air Crash For NBC News Broadcast

Morgan Beatty, NBC "News Of The World" commentator, scored a radio news beat yesterday when he broadcast an on-the-scene description of the American Airlines' DC-6 disaster near Dallas. Beatty, who normally does his "News Of The World" program from New

(Continued on Page 5)

NAB President Tells Southwest Group That Both AM Radio And Television Will Prosper In Years Ahead

Phoenix — Justin Miller, president of NAB, addressing the 16th District NAB meeting at Paradise Inn yesterday, forecast prosperous years ahead for both radio and television and said "more radio sets are being sold than ever before, which discounts the theory that video will put ra-

(Continued on Page 5)

College Basketball To Be Aired By WMGM

College basketball games in New York City will be broadcast by WMGM this winter. The schedule calls for the airing of 54 games from Madison Square Garden, eight from the 69th Regiment Armory, and other post-season games.

The games will be sponsored by the Adler Shoe Stores, Buddy Lee Clothes, Dynamic Stores, Nedick's and the New York World-Telegram;

(Continued on Page 2)

Studio Transmitter Links Getting FCC Approval

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday a proposed change in the rules regarding studio transmitter links to license such links to AM stations. These stations would operate in the 925-940 mc. band,

(Continued on Page 3)

Will Honor Gertrude Berg With Presentation

New York's Cinema Lodge of B'nai B'rith will pay tribute to Mrs. Gertrude Berg, star of "The Goldbergs," CBS television and radio

(Continued on Page 5)

Town Meeting Cutting To Half Hour Program

"America's Town Meeting of the Air," currently a full-hour program on the ABC network, will cut to a half hour with the broadcast of either January 3rd or 10th and will continue on the network as a co-op sponsored show, it was announced yesterday.

In adopting a half-hour format the program will use only two

(Continued on Page 2)

Mutual Will Broadcast All-Star Football Game

For the eleventh consecutive year, Mutual will broadcast, over the entire web, a play-by-play description of the annual all-star East-West football game Dec. 31. This year's game is the twenty-fifth annual clash between the all stars and

(Continued on Page 3)

Cold Remedy Advertisers Increase Spot Campaigns

Seasonable upturn in national spot business for cough and cold remedies coupled with the introduction of the new antihistamine has brought a sizeable increase in business to stations throughout the country with advertisers using both the large and small markets, RADIO DAILY learned yesterday.

Listed among the spot users are Guards Cold Tablets, 4-Way Cold Tablets, Pine Cough Drops, Smith Brothers cough drops, Hill's Cascara Quinine tablets, Vicks VapoRub, Luden's Cough Drops, Grove's Quinine, Dr. Drake's Cough Remedy, Musterole, Pertussin and Rem.

The entry of the antihistamine advertisers into radio emphasizing the magic of their cold preventitive tablets has caused some of the old line cough and cold remedy manufacturers to step up their spot campaigns;

(Continued on Page 8)

Distinction

Hartford—WTIC has been cited for distinguished service to farm safety during the year ending August 1, 1949 by the National Safety Council. The award was one of 14 given to stations throughout the country and the only one received by a New England station. It was made at the annual conference of Radio Farm Directors in Chicago.

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(*November 29*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7¼	7	7⅛	— ⅛
Admiral Corp.	28¾	28¾	28¾	— ¼
Am. Tel. & Tel.	147⅛	146⅞	147	+ ⅛
CBS A	25	24¾	25	
Philco	30	29¾	30	+ ⅛
Philco pfd.	84	82½	82½	— ¼
RCA Common	12½	12¼	12⅜	+ ⅛
RCA 1st pfd.	73¼	73¼	73¼	— ¼
Stewart-Warner	11⅞	11¾	11¾	— ⅛
Westinghouse	27⅝	27⅛	27½	
Westinghouse pfd.	100¾	100¾	100¾	— ¼
Zenith Radio	28⅝	28⅝	28⅝	— ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15⅛	14¾	14¾	— ½
Nat. Union Radio	2⅝	2½	2½	

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14¼	15¼
Stromberg-Carlson	13¾	15

Wedding Bells

Enid Rae Levy, daughter of Nat Levy, RKO Radio eastern division sales manager and Mrs. Levy, was married Sunday to George Robert Pager, of this city. The ceremony took place in the Waldorf Astoria Hotel. Miss Levy has for the past few years been active in the production end of the Ted Mack "Original Amateur Hour" on Radio and TV.



☆ COMING AND GOING ☆

O. B. HANSON, vice-president and chief engineer at NBC, and LESTER LOONEY, assistant manager of radio allocations, together with FREDERICK SMITH and HAROLD MITLER, television engineers, are in Camden, N. J., for a meeting of the NBC-RCA Victor liaison committee.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is vacationing with his family in Charleston, S. C.

ANDRE ROBERT, press representative of CKAC, Montreal, sailed from New York yesterday aboard the De Grasse.

CHARLES ADAMS, executive producer of West Hooker Telefeatures, Inc., is in New Hope, Pa., for conferences on a new, half-hour dramatic package.

CY HOWARD, producer of "My Friend Irma" and "Life With Luigi" on CBS, is back in Hollywood following a week in Chicago and Milwaukee.

JOHNNY OLSEN, emcee on "Ladies Be Seated" over ABC; his wife, PENNY, and the entire cast of the show are in St. Louis. The show will originate the remainder of the week at the St. Louis Food Fair.

SARA BRENER, that telephone - operator voice on the Jack Benny program over CBS, is in town from Hollywood.

G. L. CARRINGTON, president of the Altec Companies, and DR. E. M. HONAN, engineering manager of the Altec Lansing Corp., both of whom had been in New York on business, have returned to the West Coast.

JESSE B. MASS, American network news writer, yesterday left for his annual three-week vacation at Miami Beach, Fla.

SAMUEL R. SAGUE, president of WSRS, Cleveland, spent the Thanksgiving week-end in Washington, and now is in New York on a business trip.

KEN SPARNON, of the BMI field staff, is en route to Rochester, N. Y., where on Friday he will address the radio class of the University of Rochester on the subject, "Music in Radio and TV."

BERT LOWN, station relations director of Associated Program Service, attended this week's NAB regional in Phoenix, Ariz., and now will go on to San Francisco for the District 15 confab and then to Salt Lake City, where District 14 will meet.

College Basketball To Be Aired By WMGM

(Continued from Page 1)

the five firms are also footing the bill for the coverage of professional basketball.

The first broadcast will be tomorrow night when N.Y.U. plays Vanderbilt and L.I.U. opposes Texas A & M at the Garden. Marty Glickman and Connie Desmond will handle the Garden games and Glickman, Bud Palmer, and Curt Gowdy will rotate the broadcasts from the Armory.

Will Air Post-Season Games

WMGM will also carry two afternoon broadcasts and five evening broadcasts of the National Invitation Tourney after the regular season ends in addition to three evening broadcasts of the National Collegiate Athletic Association finals and the East-West All Star game.

Town Meeting Cutting To Half Hour Program

(Continued from Page 1)

speakers with part of the time being allotted to a question and answer period. At present four speakers are used on each program.

The program was launched 15 years ago by George Denny, Jr., and patterned after the New England Town Hall meetings. It has been the recipient of many public service awards and Denny recently returned from a world tour at which time the program originated in many foreign capitals.

Quick As A Flash Show Moves From MBS To ABC

(Continued from Page 1)

on Mondays, Wednesdays, and Fridays replacing the cereal company's sponsorship of "Talk Your Way Of It." Bill Cullen will emcee. The agency is C. J. LaRoche & Company of Chicago.

Weekend Listening Increases In New York

(Continued from Page 1)

"Inner Sanctum," 12.2; Louella Parsons, 12.0; "My Friend Irma," 11.5; and "Crime Photographer," 11.5. The top three evening programs held the same positions in the October Pulse.

Arthur Godfrey led the day-time 5-a-week ratings with 9.7. Other top rated day-time programs were: "Rosemary," 8.3; "Grand Slam," 7.9; "Helen Trent," 7.7; "Our Gal Sunday," 7.5; "Big Sister," 7.4; "Aunt Jenny," 6.9; "Ma Perkins," 6.9; "Wendy Warren," 6.7; and "Young Doctor Malone," 6.7.

All ratings among the evening shows have showed a drop compared with the same period last year. Benny dropped 1.3, Winchell dropped 3.0, and Lux Radio Theater dipped 4.2.

Pulse found 22.4 radio average quarter-hour sets in use for the week.

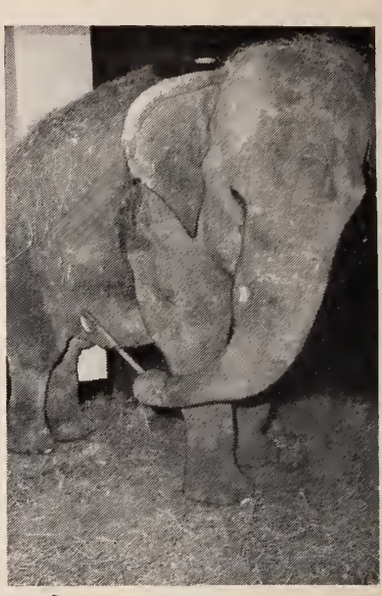
Tery To Leave WINS For Music Post At WFLN

Joseph Tery, production manager of WINS, New York, since October, 1948, will join WFLN, Philadelphia, on Dec. 1, as head of the music department.

In other staff changes at WINS, Helen Sherritt, formerly of WOKO, Albany, has been named assistant to Dorothy Aden, continuity editor. Miss Sherritt replaces Grace Whiting, who has been appointed assistant traffic manager.

KTLA Gets Fight Film

"Greatest Fights Of The Century," film feature sponsored on the NBC interconnected web by Chesebrough Manufacturing Co., has been extended by the bankroller to include KTLA, Los Angeles. Effective Jan. 4, 26-week pact with the outlet was placed through Cayton, Inc.



Power— under control

Big Ruth is one of the most powerful beasts under the big top. But it's power under control. She's also one of the best trained animals in the circus.

When it comes to producing low-cost results from radio, W-I-T-H has high power, too—power to control sales and profits.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. And you can buy this BIG audience for amazing low cost. Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town.

That means you can get BIG results from LITTLE money on W-I-T-H. Call in your Headley-Reed man and get the full story today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

★ AGENCY NEWSCAST ★

FRANK BRADEN, top advance man for the Ringling Brothers-Barnum & Bailey circus, has been engaged by Paramount to do radio and press promotion work for the picture, "Samson and Delilah" in key center cities.

J. A. MAURER, INC., Long Island City, New York, manufacturers of 16 mm. professional cameras and other camera accessories have appointed J. M. Hickerson, Inc., New York, for advertising, publicity and public relations effective Dec. 10.

JOSEPH FIELD has been appointed publicity director of Compton Advertising, Inc.

THE HOUSE OF WESTMORE, Inc., New York and Hollywood, has announced the appointment of the Harry B. Cohen Advertising Co. as advertising agency for Westmore Cosmetics. The appointment is to take effect immediately. The 1950 campaign will feature full page, four-color advertisements in leading magazines.

PATRICIA M. RANDOLPH has been named director of radio and television for the Adrian Bauer Advertising Agency, Inc., Philadelphia. Miss Randolph was formerly assistant radio and television director of the agency.

CHARLES ADAMS, Detroit theatrical and TV producer, has been appointed executive producer of West Hooker Telefeatures, Inc., West Hooker, president, has announced. Adam's Detroit office merges with the Hooker organization with plans now under way for a New York-Detroit operation. As executive producer for Hooker, Adams takes charge of all TV productions.

WILSON A. SHELTON has been name vice-president in the creative department of Dancer-Fitzgerald-Sample, Inc. He was formerly associated with Kenyon & Eckhardt, B.B.D. & O., and The Biow Co.

CLARK-WANDLESS-MANN, Inc. take pleasure in announcing their appointment as exclusive United States representatives for WAPA, San Juan, Puerto Rico.

ARMY AND AIR FORCE recruiting programs are to be handled by Grant Advertising Inc., Chicago.

GEORGE F. SWARTZ has been named an assistant to the president in charge of advertising and promotion for Textron, Inc.

CHARLES C. RADOW, former business manager and promotion director of the Columbus (O.) Philharmonic Orchestra Assn., has joined the Cye Landy Advertising Agency, Columbus, O., as an account executive.

PHILIP F. BERNE has been appointed to succeed Ralph Easton as account executive of Kal, Ehrlich & Merrick, Inc., advertising agency, Washington, D. C. Berne has been with Goldenberg's department store as advertising director for the past four years and prior to then with the U.S. Treasury Department's publicity staff and the New York newspaper PM.

RUTH HAVILAND, former New York sales promotion and advertising manager of United Air Lines, has joined the Tanis Company marketing, to co-ordinate New York affairs. She will work out of the main office in Philadelphia.

Studio Transmitter Links Getting FCC Approval

(Continued from Page 1)

sharing with other services and with the understanding that they must accept interference which might develop from medical equipment, even though it is not likely such interference will amount to much.

STL's for FM stations would be continued in the 940-952 mc. band, and where the frequencies are available both types of stations would be permitted to use STL's both at their main studios and at other studios.

New Gardiner Series

Don Gardiner has been signed by ABC for a weekly five-minute news summary on Monday evenings starting December 19. He will precede Henry J. Taylor's analytical news comment which will move into the 8:30 to 8:45 p.m. (EST) time slot on that date.

Mutual Will Broadcast All-Star Football Game

(Continued from Page 1)

will be played for the benefit of the San Francisco Shrine Hospital at Kezar Stadium, San Francisco. Broadcast time has been set for 5:10 p.m. (EST).

Foot Clinic On Coast ABC

Los Angeles—"Flying Feet," a program of interviews, will be sponsored by the Hiss Clinic on behalf of its foot clinic starting December 3 over five California stations. Booked for 52 weeks over ABC owned and operated stations KECA and KGO, the program will also be heard over KFMB, KITO and KARM.

Pat Withrow Hospitalized

Charleston, West Va. — Pat B. Withrow, Jr., national director of Veterans Hospital Programs, entered Charleston General Hospital Saturday for a gall bladder operation.



He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original "news co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

The Mailbag

Thank You, Mr. Hedges

"I would be very remiss were I not to acknowledge the splendid support which you have given the Radio Pioneers. Likewise I think you can take some bows for being a "potent medium" because of the immediate response that was given the publication of Carl Haverlin's story on the Pioneers' membership drive. Both Carl and I have received letters from applicants who are far, far away from New York. One of them was Rex Howell of KFXJ, Grand Junction, Colorado. Another was from Charles G. Burke, of KFGO, Fargo, North Dakota.

"The applications are really pouring in and I have every expectation that by next March we will succeed in doubling the membership. I am going to put them to work on gathering the historical data and I will let you know when we are ready to spring that story.

"Many thanks for the many things that you and RADIO DAILY have done to boost the Pioneers.

Cordially yours,
William S. Hedges
President
Radio Pioneers

Public Spirited

"I would like to point out to you that, although station WNAR did not receive an award, it considered the awards made by Freedoms Foundation of sufficient importance, on an over-all basis, to broadcast the presentation ceremonies as a live remote.

"We feel particularly proud of this public service program inasmuch as the other stations that covered the event were doing so—to a degree—because of their personal or network interest in the awards. And, if memory serves me right, the other radio coverage was all playback and not live.

"It would be helpful, if for no other reason than to indicate that the radio industry. . . . at least our part of it in this case. . . . doesn't operate with selfish motives in mind. Our concern was strictly for the benefit of the public, and the opportunity it provided for educating Americans in this area to what is going on in this country for the benefit of the people themselves. And that is the primary purpose of Freedoms Foundation."

Sincerely,
J. Arthur Lazell,
News-Special Events,
WNAR, Norristown Pa.

Tom Williams

Tom Williams, the Ole Dirt Dobber, who for 16 years conducted the "Garden Gate" program over CBS, died of pneumonia in Nashville, Tenn., on Monday night, Nov. 28. Williams, a noted horticultural expert and author, was 58 years old. He is survived by his wife, and one daughter, Peggy Jean.



Man About Manhattan. . . !

● ● ● AROUND TOWN: Lever Bros. execs, who apparently never heard that "life begins at 40," are rejecting all job applications of persons over 40 in the reorganization and expansion of their operations. Rejects include some ex-network executives with many years experience in radio, promotion and advertising. Isn't that just dandy? Without meaning to make a pun, Lever Bros. figure you're all washed up at 40. Wonder who they're grooming to take over for Bob Hope! . . . Decline of network giveaway programs in the Hooperatings have caused manufacturers to tighten up their flow of free merchandise in return for plugs. . . . Hooper intensifying his romancing of the trade press. He's tossing another luncheon this week. . . . Cut rate TV set dealers are using the mails to stimulate set sales as the Christmas season approaches. . . . Ethel Colby resumes her former position as drama and movie critic of the Journal of Commerce as of Dec. 1st. . . . Marian Young (WOR's Martha Deane) has been elected to the Board of Governors of the Fashion Group—the sole radio representative on the board. . . . Employment Note: Moss Associates looking for a gal that is plenty hep and handy in giving the housewives the lowdown on recipes and cookery for a weekly TV cooking show. If you're the gal, contact Stan Lee, of Moss' TV dep't.

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● ● ● Staats Cotsworth will appear as 'Hastings' in the all-star revival of "She Stoops To Conquer" being produced by Maurice Evans at the City Center Dec. 28th, with Celeste Holm, Brian Ahearne, Burl Ives and Ezra Stone. . . . Looks as tho' Wilbur Stark and Jerry Layton engineered another coup d'etat (who dat?) when they signed film star Roscoe Karns for radio and TV. . . . Judy Canova and Rodgers & Hammerstein may get together after all for a B'way musical show now that she can do her air show from N. Y. (They've been trying for 2 years to get her to head a road company of "Annie Get Your Gun"). . . . John Tillman signed to handle the salespiel on WIPX's hour-long "Voice of the People." . . . Paul Lukas' criminology series for TV, owned by Roberts & Carr Productions and handled through Wm. Morris, is very close to the signing stage. . . . Mimi Benzell is just what the Metopera needs more of. She's talented, pretty, charming, warm and besides, we like her. . . . Herb Sheldon's "You Don't Say" film short opens today at Grand Central Terminal newsreel thittir. . . . ABC's Joe Hasel is like the U. S. Mail. Neither rain, or snow, etc. keeps him from doing his old stuff. Which is by way of saying that Joe did a great job calling the plays in the Chi Bears-Detroit Lions game Thanksgiving Day despite the snow and sleet.

☆ ☆ ☆ ☆

● ● ● Ivan Black (Harvard man) will tell all to Tex McCrary (Yale man) on the "Tex and Jinx" show on WNBC this morning when Black reveals the inner workings of a public relations office. . . . Alan Dale, originally booked into the Copa for 2 weeks, will stay on for the remainder of the current show on the insistence of Jimmy Durante. Dale is set for the Berle show on the 6th. . . . The Bill Gernannts (Lois January) have named her Jan. . . . It's a boy at the Robert A. Whites. He's sales manager for Bob Bories. . . . Mady Christians' guesting on the Whiteman TV'er, reading the Dorothy Parker piece, "The Waltz," hugged the applaudience. Mady oughta be great on her own telestanza, "Everything for Angela," which has WNBT execs in daily huddles with producer Roger Kay. . . . Phil Spitalny's all-girl crew opens at Las Vegas' Last Frontier nitery Dec. 16th at $11,500 weekly. . . . Cy Howard, with two commercial CBS packages, (My Friend Irma and Life with Luigi) has another creation in the auditioning stage, "The Prof. and Mrs. O'Reilly."

PROMOTION

Farm Youth Exchange

Station WTIC and The Hartford, Conn. Courant have announced the start of a campaign to raise $1,000 so that Connecticut may take part next year in the International Farm Youth Exchange.

The money will be used to pay the steamship fare of a Connecticut farm boy or girl who will visit Europe for a three-months stay next summer, and to pay the traveling expenses in this country of a European farm youth sent to America in exchange.

The objective, broadly stated, is better understanding between nations. It is a grass-roots attack on the problem of world peace. The Connecticut delegate selected for the trip, whether a young man or a young woman, will live with a farm family overseas, work and play with them, come back with a genuine understanding of how at least one European family pays its bills and educates its children, and how one family abroad looks at the United States, the danger of war, and the chance for lasting peace.

Romancing Market

WWRL is launching a heavy promotion-publicity campaign in New York City's Negro-populated areas to back up its Afternoon Swing Session. Record shop window displays and theater-newspaper tie-ups are being used. Three theaters are running trailers on the screen plugging the station and are receiving spots in return on WWRL. New York Age, a Negro weekly, is working on a space for time deal.

SESAC Bulletin

The monthly bulletin of SESAC takes the form of a Christmas greeting in December and covers special Christmas music and other regular features. The folder, printed in red and green, has a revue of the growth of choral music and its use in U. S.

Stork News

St. Louis, Mo.—Two members of the KXOK staff became fathers recently. Robert V. Nicholas, assistant to the chief engineer, is the father of a 7-pound, 7-ounce boy, and Charles E. Burge, salesman, is the father of a 6-pound, 11-ounce boy.

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Miller Forecasts Era Of Great Prosperity

(Continued from Page 1)

dio out of business." "There will be a healthy competitive race between radio and television with each medium getting its share of the advertising dollar," Judge Miller said. "The radio and TV industries never were more alert than they are today and the drive for greater recognition is bound to produce results in increased revenue."



MILLER

He added that this also applies to newspapers. "Anyone who believes that radio or TV is hurting the newspapers can look at newspaper advertising revenue which right now is three times greater than radio," Miller declared.

It was announced at yesterday's meeting that NAB would conduct its February meeting of the board of directors in Phoenix. C. E. Arney, Jr., secretary-treasurer, in making the announcement credited the Arizona climate and the hospitality of the Southwest broadcasters for the decision.

Guests of Broadcasters

The visiting broadcasters were guests of Phoenix broadcasters at a cocktail party and steak fry on Monday night and yesterday the closing session of the two-day district meeting was given over to the subject of television with Rex Schepp, KPHO-TV, Phoenix; Wallace Boone, KNBH, Hollywood and William B. Ryan, KFI and KFI-TV, leading a panel discussion.

Resolutions commending the Arizona broadcasters for their hospitality and expressing confidence in the recent action of the board on the Broadcast Advertising Bureau decision were among those adopted.

The NAB delegation including President Miller, Maurice Mitchell, Ken Baker and Secretary Arney left here last night for the District 15 meeting which will be held in San Francisco, December 1 to 3rd. This meeting will be followed by the 11th District session at Salt Lake City on Dec. 5th and 6th.

In New Role

Gabriel Heatter, news analist, will pull a switch this Wednesday night when he undertakes a dramatic role on Mutual's Mr. Feathers dramatic airer. Heatter, who has two daily shows on MBS—"Mail Bag" and Gabriel Heatter Presents the News— will be cast as Gabriel Heatter, noted newscaster.

Beatty Covers Air Crash For NBC News Broadcast

(Continued from Page 1)

York, was in the Texas City attending a Wholesalers and Manufacturers Association meeting.

One of the first reporters to reach the site of the crash, Beatty immediately started to phone details into the network newsroom in New York. His 8 a.m. account of the crash scene was the first on the scene coverage.

Beatty has fallen onto some of his biggest news stories while ostensibly on other assignments. The Mississippi Flood of '27, the San Juan Hurricane of 1930, and the Texas City disaster a few years back were all covered by him "while on other assignments." He won the Headlines Award for his Texas City coverage.

Will Honor Gertrude Berg With Presentation

(Continued from Page 1)

program, for her ceaseless efforts in promoting interfaith understanding, at the Hotel Astor, Tuesday evening, December 13th, Saul E Rogers, president of the entertainment industry unit of B'nai B'rith has announced.

Ed Sullivan, Broadway columnist and TV star, will present the Cinema Lodge 1949 Interfaith Award to Mrs. Berg before leaders of the television, radio and motion picture industries. Louis A. Novins, Paramount Pictures executive and former counsel to the Anti-Defamation League, will be the key speaker of the evening.

Round-The-Clock Sked Set By Ripley At WPTR

Albany—In the first major move since he became manager of WPTR a month ago, Fred R. Ripley has put the station on 'round-the-clock operation. It is the first time an Albany station has regularly broadcast for 24 hours. New policy, which went into effect Monday, is the result of many requests from listeners in the area served by WPTR for an "all night station," Ripley explained.

The six-hour period, from midnight, is being filled by "Northeast Night Owl," disc jockey show featuring Ray Jensen. Jensen joined WPTR as engineer several months ago.

He is a graduate of the Syracuse University Radio School.

New WOR Account Execs.

Carlo F. Zezza and John W. Doscher have been named WOR account executives, according to John W. Nell, sales manager. Zezza, who came to the United States in 1934, has been in charge of industrial sales in the New York area for the Pyle National Company of Chicago. Doscher has been with the Nash Co., Hearst Newspapers and the American Tobacco Co.



LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost



Lang-Worth Feature Programs, Inc.
113 West 57 St., N. Y. 19, N. Y.

Gentlemen:

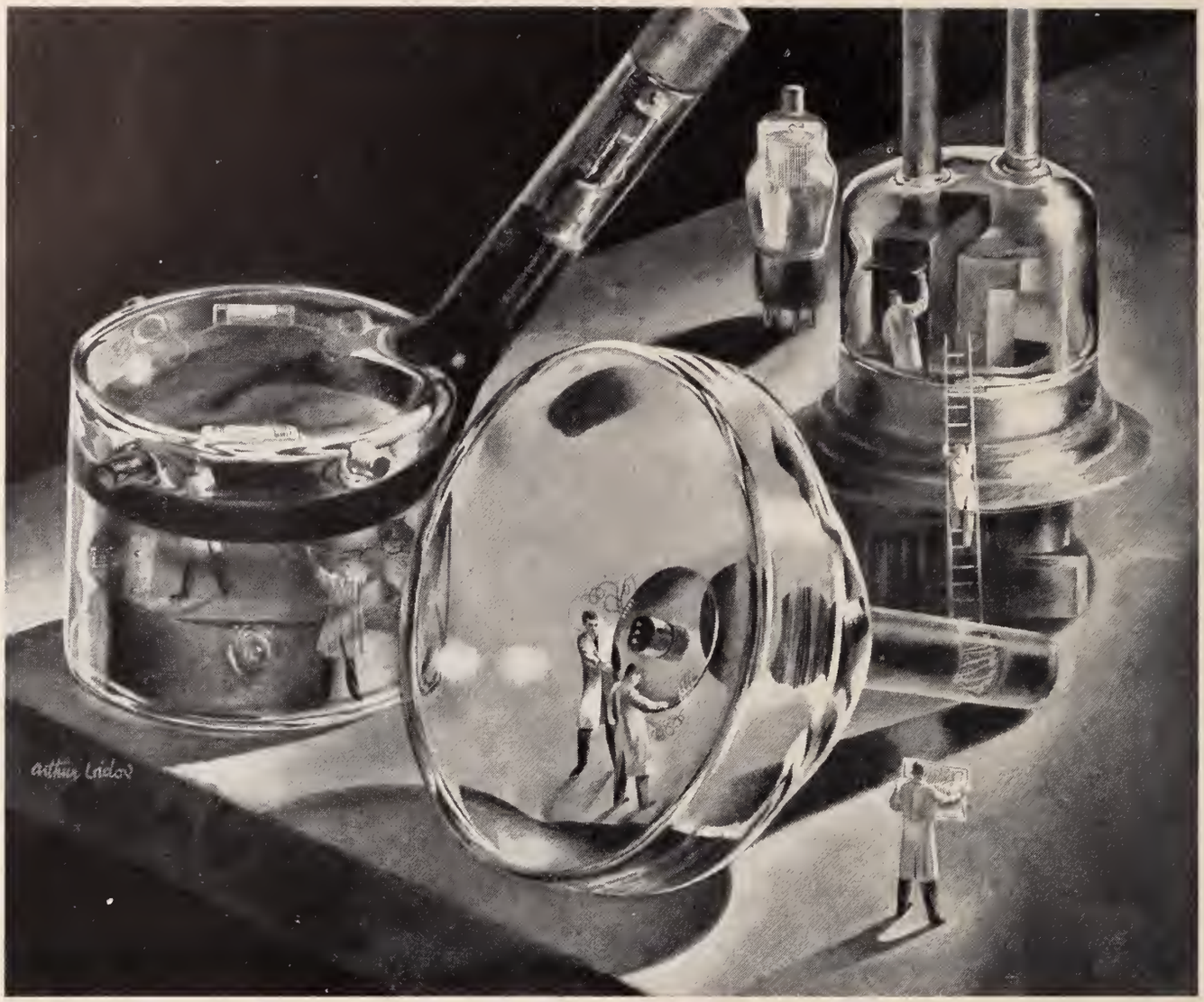
Speak up—I'm listening! Send me, without chorge or obligation:

☐ Complete information on the New Lang-Worth Transcription
☐ Sample of the New Lang-Worth Eight-inch Transcription

NAME _____

TITLE _____ STATION _____

CITY _____ STATE _____



Scientists at RCA Laboratories solve exacting problems within the "nothingness" of vacuum tubes.

Inside story *of Better Television*

Now television is flashing *visual* entertainment, news, and educational material to millions of people. The "inside story" of its rapid growth is the history of some remarkable tubes. Inside these tubes, electrons are put to work—to perform, for your benefit, the miracle of long-distance vision.

The screen of your direct-view television receiver is actually the face of a tube—the kinescope developed by Dr. V. K. Zworykin and his colleagues of RCA Laboratories—on which electrons in motion "paint" pictures. A tube, too, is the "eye" of RCA's supersensitive Image Orthicon television camera, which can "see" clearly by the light of a match.

And since you asked for big-picture television, they developed projection receivers—also a way to "weld" glass and metal, thus speeding the production of 16-inch direct-viewing tubes . . . at lower cost.

To these basic "firsts," RCA scientists have added advance after advance, which are daily bringing television into the lives of more and more people.

How you profit

Advanced research in television tubes is just one way in which RCA Laboratories work in your interest. Their leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, New York 20.

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 30, 1949—TELEVISION DAILY is fully protected by register and copyright

STATION TIME HASSLE CONTINUES

TELE TOPICS

WATCH FOR concerted action by Independent Television Producers Association to gain agency and network acceptance of its proposed code of practices. When formalized by the group the code will include provisions of the West Coast producers' code of ethics so that both might serve as a basis for negotiation on a national level. ITPA counsel James Lawrence Fly, former FCC chairman, reports favorable response to the code in informal talks with agency and web execs. Code includes provisions on standardization of contracts, rights, credits. . . . At its last meeting, the ITPA board named Irvin Paul Sulds president pro tem to fill out the unexpired portion of Martin Gosch's term, which ends April 15, 1950. Gosch resigned the presidency because of the pressure of business and illness, and moved into Sulds' former position as treasurer.

•

R. J. REYNOLDS TOBACCO CO. reported ready to pick up the tab for the Ed Wynn show on CBS which is being dropped by Speidel at the end of the year. Company will continue "Man Against Crime," with Ralph Bellamy on the same web. . . . Esso has cancelled out of the 7-7:30 p.m. Sunday seg on CBS, now occupied by "Tonight On Broadway" at the end of its current cycle. . . . Receivers in Britain are being sold at the rate of between 5,000 and 6,000 a week, with a total of a million expected by Christmas. The number sold last month was only 6,000 less than the figure for all of 1947. . . . Films of the Dallas air crash yesterday made by WBAP-TV staffers, were put on a plane to Chicago at 12:30 p.m., EST, landed at the Windy City at 6:28, then flown in a Cub to Lakeside airport where a car picked them up, rushed them to the Merchandise Mart for airing on the Camel newsreel on NBC at 7:45 p.m. . . . KFI-TV, Los Angeles, which has been on the air from noon to 6 p.m. seven days a week, will back up to 9 a.m. sign-on beginning Dec. 5.

•

HERBERT MARSHALL journeying to New York to audition the radio series, "The Man Called X" for NBC. . . . Budweiser sponsorship of Ken Murray's "Blackouts" over CBS beginning Jan. 7 will be the brewery's first broadcast advertising since 1931 when it bankrolled a 15-minute musical stanza over the CBS AM web. "Blackouts" will be aired every other Saturday, 8-9 p.m. . . . Robert Woodburn, former WBKB writer-director, has joined Television Features, Inc., as assistant to prexy Larry Gordon. He'll coordinate sales, production and story departments, serving under production veepee William Van Praag. . . . Ben Grauer signed for the Ford Dealers Kay Kyser show which bows on NBC tomorrow nite.

Three N. Y. Realtors Sign RCA Antenaplex

Builders of three large New York apartment projects yesterday signed with Commercial Radio Sound Corp., RCA sound products representative, for installation of RCA Antenaplex systems in their new buildings, which will house 1,000 families.

The three projects installing the system and the principals who signed for them are Schwab House, 11 Riverside Drive, owned by the 11 Riverside Drive Corp., Julius Perlbinder, president; 40-44 Park Avenue, owned by Pierpont Estates, Inc., Samuel Rudin, president; and 715 Park Avenue, owned by the 715 Park Avenue Corp., Francis J. Kleban, president. Schwab House, with approximately 700 units, will have the largest TV mass viewing system ever installed, RCA stated.

Frank M. Folsom, president of RCA, said that the concerted action of the three apartment owners, leading to the signing of contracts for the Antenaplex system, is believed to be the first in which realtors have joined to solve the TV reception problem for their tenants.

WABD Sells Wrestling

Two De Soto dealers, Nat Patterson Motors and Jackson Motors, and a trade school, New York Tech, have signed with WABD for joint sponsorship of Saturday night wrestling from Chicago. The 52-week contract was placed through Moss Associates.

'Mother' Goes Net

Sterling Drug Co. yesterday signed a 52-week contract with DuMont extending Dennis James' daytimer, "Okay Mother," now on WABD, to three other web affiliates—WFIL-TV, Philadelphia; WAAM, Baltimore and WTTG, Washington. Other stations are to be added later, according to Tom Gallery, web sales director. Effective Dec. 12, pact was placed through Dancer-Fitzgerald-Sample.

Ziv Completes Deal For "Cisco" TV Films

John Sinn, president of Ziv Television Programs, has completed arrangements with Hollywood film producer Philip N. Krasne for production of half-hour TV films based on the "Cisco Kid" stories. Contract calls for 52 films a year for ten years.

Looking forward to color, Krasne will shoot the films in 16 mm. Kodachrome at a cost of $15,000 each.

Program will star Duncan Renaldo and Leo Carrillo, who appear in the theatrical "Cisco Kid" movies produced by Krasne for United Artists. Sinn produces the series for radio, rights to which are controlled by Ziv.

Sponsors of the radio version of the show will get first crack at the films.

Dailies' Circulation Upped In 33 Of 42 TV Cities—E&P

The TV industry's contention that video would aid rather than hurt other ad media was supported this week by a survey by Editor & Publisher showing a daily circulation increase during the past year for papers in 33 of 42 TV cities.

Reported by Jerry Walker, the study found that "In the 33 'plus' cities sales gained more than two per cent, which is double the percentage of gain for the nation's dailies a year ago. . . . Moreover, the total circulations in the 42 cities is slightly under half the total for the country. The Post Office statements showed for this group: 1948—27,880,171; 1949—27,958,101."

"In the nine 'minus' cities," E&P said, "circulation losses either were too slight to be traced to any one factor or were the aftermath of price increases (Los Angeles, San Francisco, Philadelphia, Boston and New York). A merger (Dayton) accounted for one sizaole drop. Atlanta, Pittsburgh and Toledo were the others."

Among the reasons for the circulation boosts, Walker said, were a "greater availability of newsprint (which) has enabled many newspapers to resume circulation promotion, extending their areas of coverage and retrieving natural sales zones which they cut off during wartime. Population growth and an ever rising level of literacy also have been working in newspapers' favor," he added.

Lack Of Outlets Seen Hurting Web Sales

The major problem faced by networks, agencies and advertisers in placing a new show on the air, clearance of station time, will continue for at least one to two years. This is the consensus of trade opinion in view of the fact that the freeze probably will not be lifted until another six months or a year have passed.

The FCC has not licensed a new station since the freeze first was put into effect Sept. 30, 1948. Most of the CP's outstanding at that time are already on the air and all will be in operation by spring at which time the total number of stations will be 111. There are 352 applications for stations on file.

Of the 54 markets covered by 91 stations now on the air, only four have enough stations to provide full time affiliation for each of the four major networks. These are New York (7), Chicago (4), Washington (4) and Los Angeles (7).

Only five cities—Baltimore, Cincinnati, Columbus, Detroit and Philadelphia—have three stations each. This means that the four webs must compete for time between two stations, or in most cases on only one, in the remaining 45 cities.

Both broadcasters and manufacturers are burned over the prolonged duration of the freeze, which was originally scheduled to last six months. The networks want new stations to eliminate the time clearance hassle and to increase circulation.

Many station operators with the only outlet in a market are eager for competition because the pattern throughout the country has shown a sharp increase in receiver sales after the second station in an area went on the air.

The manufacturers are pressing for an end to the freeze because new stations mean additional markets for receiver sales.

Pulse Top Ten

(7 Cities—Nov.)

Texaco Theater, NBC	59.9
Talent Scouts, CBS	46.9
Goldbergs, CBS	40.4
Godfrey Friends, CBS	40.3
Toast Town, CBS	39.3
Stop Music, ABC	34.7
Fireside Theater, NBC	34.2
Studio One, CBS	33.9
Philco Playhouse, NBC	31.3
Suspense, CBS	29.1

Global TV Network Forecast By Jolliffe

(Continued from Page 1)

to and from England and Europe." He told the newly graduated radio and television men "Don't be afraid to speculate and dream — they are fine companions for work."

The RCA veep also suggested to the graduates the idea of a "practical portable television receiver—providing an adequate sized picture from a set weighing less than 20 pounds." He said this involved the "lowering of power requirements and developing an efficient picture-reproducing system which can be folded up."



JOLLIFFE

Dr. Jolliffe pointed out the scarcity of fine teachers and the wartime uses for television. He said it could be used to demonstrate scarce equipment to large numbers of men at widely separated points.

The president of RCA Institutes, George L. Van Deusen, delivered a welcome address at the ceremonies held in NBC's studio 8H. The invocation and benediction were delivered by Rabbi Daniel L. Davis.

The class was the largest to be graduated from the Institute, which was founded in 1909 by Marconi. The courses given in radio and television servicing, broadcasting, and technology required a regular daily schedule for the students over a period of nine months to two years.

Xmas Concert Planned By Municipal Station

A Christmas concert from Carnegie Hall will be heard over WNYC on Saturday, December 17th from 2:30 to 4:30 p.m., EST.

The story of the Nativity with narration will be enacted by the Anita Zahn dancers, with chorus and soloists. Christmas music by Nicholai Berezowsky and Morton Gould will complete the program.

The presentation will be the first of two Gabrilowitsch Memorial concerts by the National Orchestral Association designed especially for young music-lovers.

The schedule of Wednesday rehearsals in January and February by the Association heard over WNYC from 6 to 6:45 p.m. has also been announced. It includes two programs selected for the annual American Music Festival of the Municipal Broadcasting System.

The February 15 program features Deems Taylor's "Through the Looking Glass." The broadcast on February 22 includes Aaron Copland's "Quiet City" and "Music for the Theater."

COAST-TO-COAST

WCSI Plans Xmas Party

Columbus, Ind.—Arrangements are being completed to conduct a special Christmas party for all of the members of the WCSI Woman's Club of the Air, over Station WCSI-FM. Bob Westermeier, maestro of the program, is completing arrangements to obtain the use of the Crump Theater for the party. Invitations are being mailed to 1,000 of the club members.

Child's Show Televised

Philadelphia, Pa. — The WFIL "Magic Lady" children's program, was televised for the first time November 25, by WFIL-TV. Sponsored by Lit Brothers, Philadelphia department store, the video show will be aired simultaneously with the radio broadcast every Friday at 6 p.m.

Bob Tyrol, MC, Returns

Hartford, Conn.—When the U.S. Coast Guard Academy Glee Club appeared on the "Songs from New England Colleges" series over WTIC last Sunday at 4:30 p.m., it was the homecoming day for announcer Bob Tyrol. Before the war, Tyrol was sent to New London weekly to announce the WTIC "U.S. Coast Guard on Parade" broadcasts. He grew so fond of the academy that he enlisted in the service, continuing his announcing assignment during his boot-training period.

Miller Heads WGAL

Lancaster, Pa.—Harold E. Miller has succeeded Walter O. Miller as station manager of WGAL, Inc. (AM, FM, TV).

WWSW Gets More Power

Pittsburgh, Pa.—WWSW, the oldest independent radio station here, became a more powerful independent when the city's Mayor David L. Lawrence pressed the button putting an all new, completely modern 5,000-watt transmitter on the air at new frequency of 970 kilocycles.

WCSS Receives Award

Amsterdam, N. Y.—Station WCSS has been awarded the Disabled American Veterans' Distinguished Service Plaque for outstanding contributions to the cause of disabled veterans. In special ceremonies held in the station's studios and broadcast simultaneously, Commander Al Zeppieri of Chapter 100 made formal presentation of the plaque to Cecil Woodland, WCSS president and general manager.

KDKA Handling Cotton Bowl

Pittsburgh, Pa.—KDKA will carry the Cotton Bowl football game, January 2, beginning at 2 p.m. R. J. Reynolds Tobacco Co. of Winston Salem, N. C. will sponsor the broadcast.

Get's Teenage Fan Mail

Boston, Mass.—Jack Chase, Day News Editor of WCOP, was recently surprised when a Watertown, Mass. Junior High School English-Speech teacher arrived at the WCOP Newsroom with a batch of fan letters written by her 7th grade class to Jack. Flattering as it was to receive hand-delivered mail, it was even more gratifying for Jack to learn that he had been a class project. WCOP sent Jack out to visit the class and Jack gave a news lecture to the class.

Anniversary Program

Washington, D. C.—Commemorating the 60th anniversary of the Washington Board of Trade, WMAL presented an hour-long radio program on Monday, November 28. The ABC network broadcast of "This Is Our Town" honored Washington and the Board of Trade Tuesday night over WMAL.

KECA Program Change

Hollywood, Calif. — KECA's garden expert, Mirandy, moved last Saturday morning to the earlier hour of 8:45. In her first broadcast at the new weekly time, Mirandy discussed planning spring garden for earliest blooms, and what you can be doing in your garden now.

Cold-Remedy Firms Increase Spot Drives

(Continued from Page 1)

they regard the antihistamine group as competitive for the cough and cold business and as a consequence are placing more radio advertising. Among the antihistamine group who have come to radio are the Anahist Co., Inc., Yonkers, N. Y.; Grove labs antihistamine product, "Antamine" and Bristol-Meters new "Resistab."

Bristol-Myers Company, through Kenyon & Eckhardt, will promote sales of its new antihistamine cold-killing drug, Resistab, with local radio spots and a hitch-hike on its NBC's "Break the Bank" program.

Agency Adopts Orphans

Two children will be adopted by Kenyon & Eckhardt, Inc. in behalf of newspaper and magazine people with whom the agency works during the year.

The agency will support a 15-year-old Italian boy, Sergio Visentin, and Kalliopi Kazakou, a 12-year-old girl from Salonika, Greece, in 1950 as a Christmas gift to the people on the publications. The costs of the youngster's maintenance will be assumed under the Foster Parents' Plan.

Kenyon & Eckhardt, Inc. adopted one child as a Christmas gift last year and two years ago sent CARE packages.

DEC. 1ST THURSDAY DEC. 1ST

LISTEN TO!

WALT DISNEY'S

GREATEST SONGS FROM HIS GREATEST PICTURE

"CINDERELLA"

INTRODUCED ON CAMPBELL SOUP'S

CLUB 15 by

DICK HAYMES
EVELYN KNIGHT
THE MODERNAIRES
and
JERRY GRAY & HIS ORCHESTRA

ON CBS' ENTIRE NETWORK 7:30 EST 9:45 PST

THURSDAY, DECEMBER 1ST

WALT DISNEY MUSIC CO.

CHICAGO HOLLYWOOD NEW YORK

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 40 NEW YORK, THURSDAY, DECEMBER 1, 1949 TEN CENTS

ANOTHER VIRGIN ISLANDS STATION OK'D

UN To Honor Sarnoff With Special Citation

Brig. Gen. David Sarnoff, chairman of the board of RCA, will be cited on December 10 by the Department of Public Information of the UN "for his advocacy of concepts of freedom to listen and freedom to look."

The presentation will be made at a Carnegie Hall ceremony marking the first anniversary of the adoption of the Universal Declaration of Human Rights by the UN;

(Continued on Page 2)

Johns-Manville Renews News Program On MBS

Johns-Manville has renewed, for an additional 52 weeks, "Bill Henry And The News" over Mutual effective January 2, it was announced yesterday. The five-a-week, fifteen minute news program represents more than $1,000,000 in billings. J. Walter Thompson is the agency.

Mutual also announced the renewal, for 39 weeks, of "Juvenile Jury" over the entire web effective January 1. Show is sponsored by General Foods in behalf of Gaines Dog Food.

Bristol-Myers To Appeal FTC Ruling On Ipana

The Federal Trade Commission ordered the Bristol-Myers Co., on Tuesday to stop advertising the therapeutic value of Ipana toothpaste. The company shortly afterward announced its intention to fight the order.

Lee H. Bristol, president of the company, said "The Commission

(Continued on Page 2)

Documentary

"A Radio History of the War" featuring the voices of men who made history during World War II will be presented on WNEW, New York. The first of the series will be broadcast on Sunday from 5 to 5:30 p.m., and other installments will be presented on subsequent Sundays. Ted Cott will produce and write the historical series.

BMB Advances Date For Release Of Study

December 27 has been set as the tentitive date for the release of Broadcast Measurment Bureau's Second Study. Originally set for release last September, the study has been delayed, according to a BMB spokesman, because of the complexity of this study as compared with the first study release in September of 1946. Three new day and night time figures have been added, BMB says.

Record Sales Grow With N. Y. Dealers

Record sales in New York City have increased in recent weeks though they are still below last year's figures, a RADIO DAILY survey shows.

Dealers report in most instances that the LP's are now leading the field with 45 rpm disc buyers growing. The survey also shows that 78 sales are much less than in the past.

The dealers indicated that the

(Continued on Page 3)

Airline Will Use Radio And TV In Eight Cities

Trans World Airline will use radio in eight cities and television in New York and Chicago to promote its "Quickie Vacation" plan.

The advertising for the winter vacations is on radio for its second

(Continued on Page 2)

FCC Approves 2nd Outlet In Territory; Sanctions Sale Of WCHS, WDAD And Grants Two More CP's

Washington Bureau of RADIO DAILY

Washington — The FCC yesterday okayed the sale of WCHS, Charleston, W. Va., and authorized a second standard broadcast station for the Virgin Islands. The WCHS sale involved transfer of nearly complete stock control by John A. Kennedy to the Tierney Company, Bluefield, W.

(Continued on Page 3)

Para. To Back Study Of TV's UN Coverage

An analytical study of the TV coverage of current General Assembly sessions, sponsored on CBS by Ford Motor Co., will be conducted by graduate journalism students of Columbia University in a special project to evaluate the effectiveness of the programs in reporting United Nations activities.

Financial requirements of the study have been assumed by Para-

(Continued on Page 7)

Commercial Radio Service Offered In Germany

The only all-German commercial station is now open to advertising from American exporters, the Pan American Broadcasting Company announced yesterday.

The international radio station

(Continued on Page 3)

Coleson Will Represent Adv. Council On Coast

Robert C. Coleson of Hollywood has been named Pacific Coast representative of The Advertising Council, T. S. Repplier, president announced yesterday. Coleson has

(Continued on Page 3)

Ross Being Offered As Seasonal Co-op

Offering Lanny Ross as a special Xmas season co-op program for local sponsorships, Mutual notified stations yesterday that the Ross package could be sold on a three-weeks Monday through Friday basis starting Tuesday, December 6th. Ross will be heard in a 15-minute program of songs and interviews

(Continued on Page 3)

Private Stations File Their Briefs In Canada

Montreal — Private radio stations took advantage of the sitting here of the Royal Commission on the National Advancement of Arts, Letters and Sciences, to present briefs criticizing CBC control of radio in Canada. A brief presented by Station CBF, which is a CBC

(Continued on Page 5)

Broadcasters Would Abandon Annual National Convention

Phoenix—Broadcasters of the 16th District NAB went on record in a resolution urging that the districts be de-defined, board membership reduced to approximately one-half and that the national convention be discontinued with district meetings taking the place of the annual get-to-gether. In adopting this resolution the broadcasters declared "it is the consensus of the Sixteenth District that further streamlining of NAB is desirable and imperative."

Declaring that United States relations with Cuba are being adversely affected due to violations by Cuban broadcasters of allocations agreed upon at the Havana treaty, the broadcasters urged that NAB notify the United States representatives at such negotiations to

(Continued on Page 5)

Opposition

Registering annoyance at the wired music and commercials now being offered commuters who pass through Grand Central station, the New Yorker magazine is crusading against such type of entertainment. Petitions have also been passed around on commuter trains asking the railroad to silence the commercial sound system.

RADIO DAILY

Vol. 49, No. 40 Thur., Dec. 1, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
612 N. Michigan Ave.
Phone: SUperior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

New Chicago Address

RADIO DAILY is moving its Chicago offices today to 612 N. Michigan Avenue. The new telephone number is SUperior 7-1044. Hal Tate is manager of the Chicago office.

FINANCIAL

(November 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7	7	7	— 1/8
Admiral Corp.	29 3/8	29 1/4	29 1/4	+ 1/2
Am. Tel. & Tel.	147 1/8	146 7/8	147	
CBS A	24 7/8	24 7/8	24 7/8	— 1/8
Philco	29 3/8	29 1/4	29 1/4	— 1/4
Philco pfd.	84	83 1/2	84	+ 1/2
RCA Common	12 1/2	12 3/8	12 3/8	
Stewart-Warner	11 5/8	11 5/8	11 5/8	— 1/8
Westinghouse	28	27 1/2	27 7/8	+ 3/8
Westinghouse pfd.	101	100 3/4	100 3/4	
Zenith Radio	28 7/8	28 7/8	28 7/8	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 1/2	15 1/2	+ 3/8
Nat. Union Radio	2 5/8	2 1/2	2 1/2	— 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 5/8	14 5/8
Stromberg-Carlson	13 1/2	14 3/4

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

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350 W. 4th St., New York 14, N. Y

☆ COMING AND GOING ☆

ARTHUR CHURCH, general manager of KMBC, Kansas City, Mo., a visitor yesterday at the offices of CBS, with which the station is affiliated.

CHARLES C. BARRY, vice-president of the American network in charge of programs, returned to New York yesterday following an extensive trip to the West Coast.

EUGEN SHARIN, president of Ambassador Films, Inc., producers of musical shorts, tomorrow will leave via Pan-American Airways for a trip to London, Munich and Vienna. He'll be gone two months.

STANTON KETTLER, general manager of WGBS, Miami outlet of CBS, is in New York on station and network business.

ERIC SEVAREID, Washington correspondent for CBS, on Sunday will be in Montevallo, Ala., to speak on the subject, "The World From Washington" at the Alabama State Women's College.

PAULA CARR, of Roberts & Carr Productions, is back from a business trip to West Virginia and Ohio, where she signed additional stations for the ET-show, "From Your Home Town to New York."

HERBERT ANDERSON, of NBC network sales, today will go down to Washington for tomorrow's meeting of the Association of American Railroad Officials.

HAROLD FISHER, whose weekly news program is heard on KNBC, San Francisco, has left on a round-the-world trip. He will represent the American Institute of Pacific relations at the India Conference.

WORTH KRAMER, assistant general manager of WJR, Columbia network affiliate in Detroit, was in conference here yesterday with officials of the web.

JOHN T. MADIGAN, American network's director of news, today is in Erie, Pa., to produce the Martin Agronsky program, which will originate at that point. He'll be back in New York tomorrow.

TESS MASE, assistant to Nancy Craig, femme commentator on ABC, is back at the network following a five-day "Thanksgiving Week-End" house-party at her country place in Wilton, Conn.

MARGARET WHITING has returned to Hollywood after having spent three days in Cincinnati.

Bristol-Myers To Appeal FTC Ruling On Ipana

(Continued from Page 1)

introduced the views on an infinitesimal minority of the dental profession who argued that massage was not beneficial or that Ipana toothpaste, with the action of its essential oils, was of no material benefit to the massage."

The Commission also requires the company to discontinue ads claiming that Ipana is used by twice as many dentists or recommended by more of them to their patients than other dentifrices.

Bristol-Myers has 60 days in which to comply with the FTC order or announce its intent to appeal in the Appellate Courts.

Puerto Rican Migration, Subject Of NBC Program

"Living—1949" will devote its next Sunday afternoon stanza to a study of "the biggest free migration of a people in recent years" when a drama-document concerning the migration of Puerto Ricans to the continental U.S. will be aired. Ben Grauer will narrate a script by Lou Hazam entitled "Immigrant Citizens."

Opening at a Puerto Rican airport as 50 persons board a converted war plane which will carry them to the U.S., an eight-hour journey costing $50 per bucket seat, the narrative will follow an immigrant family in its search for adjustment here.

Sales Training Program

Motorola, Inc. has started a sales training program for its television retailers to explain new selling methods. The manufacturer has spent more than 85 thousand dollars to supply training material to its regional managers and distributors. Films and booklets have been used in many sessions to put the new techniques over.

Airline Will Use Radio And TV In Eight Cities

(Continued from Page 1)

year, but television is being used for the first time. Four New York TV outlets and one in Chicago will start spots about first of the year.

TWA has used radio stations and television in New York in the past for regular promotion. The "Quickie Vacation" plan is also being carried in newspapers, magazines, and other media. BBD&O is the agency.

UN To Honor Sarnoff With Special Citation

(Continued from Page 1)

the event will be telecast by NBC from 5:15 to 5:45 p.m.

The ceremony will be followed by a roundtable discussion on "Freedom of Information." Brig. Gen. Carlos Romulo of the Philippines and president of the UN General Assembly, Dr. Gerrit Jan Van Heuven Goedhart, Netherlands representative to the UN, and General Sarnoff will take part in the discussion. Benjamin Cohen, UN assistant secretary general in charge of Public Information, will be the moderator.

Will Be Broadcast

The event will be rebroadcast over NBC on Sunday, December 11 from 1:30 to 2:00 p.m. as the "University of Chicago Roundtable."

The freedom to listen concept was first proposed by Sarnoff on April 4, 1946 at a dinner in honor of Dr. Quo Tai-Chi, then head of the Security Council, and Trygve Lie, UN Secretary General.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal, the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost!

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

OK Virgin Is. Station; Other FCC Activities

(Continued from Page 1)

Va., coal mining firm, for $650,000. Kennedy, who has moved to California, retains control of WSAZ, Huntington, W. Va., and of construction permits for FM and TV stations in Huntington.

The new Virgin Islands station will operate on the 1230 band with 250 watts unlimited. Cost estimate by the permittee, radio American West Indies, is $13,350. The first station for the islands was also authorized this year.

The Commission also okayed the sale of WDAD, Indiana, Pa., for $45,000, Thompson K., Cartlyn M. and Charles M. Cassell purchasing it from Paul J. and Alice L. Short.

Construction permits for new stations to operate daytime only were okayed by the Commission for Watertown Radio, Inc., Watertown, Wisc., and Pemiscot Broadcasters, Inc., Caruthersville, Mo. The former will operate on the 1580 band with 250 watts, with its construction cost estimated at $16,937 exclusive of buildings. The latter will operate with one kilowatt on the 1370 band, with cost estimated $16,854.

Radio-TV Luncheon Set For Boy Scouts Campaign

Publicity material to be used by the Boys Scouts of Greater New York in their fund drive will be presented to radio and television executives at a luncheon on December 7th in the Hotel Roosevelt.

The chairman of the radio committee for the scouts, Warren Jennings, will be M.C. for the occasion. William E. Berchtold, chairman of the businessmen's committee for the drive and executive vice-president of Foote, Cone, and Belding, will explain the objectives of the campaign.

The Scouts are seeking two-million dollars in their drive during January and February in the greater New York area.

New York stations will be provided with spot announcements including brief statements by famous people supporting the Scout campaign. Interviews of people connected with scouting are being sought on other programs.

AP Names Dist. Chiefs

New AP Bureau Chiefs have been appointed in Florida and Oklahoma and a special membership representative has been designated for Florida and Georgia, it has been announced. Noland Norgaard, formerly Oklahoma Bureau Chief, has been named for the Florida Bureau, and Austin Bealmear, formerly on the New York sports staff, is the new Oklahoma Chief. O. S. Morton formerly Jacksonville Bureau Chief, is charged with promoting AP membership activities in Florida and Georgia.

Record Sales Growing With N. Y. C. Dealers

(Continued from Page 1)

confusion created by the issue of the new speeds is disappearing. Several say that when the buyer is given an adequate explanation of the 45 and LP records, there is no confusion at all.

The record men pointed out that sales this year have not come near those of last year and 1947. They add however, that the sales are well above the totals during the summer.

A spokesman for G. Schirmer, Inc. says the sale of 33⅓ discs is the strongest with 78's being about equal. The 45's are reported as becoming more popular.

Haynes-Griffin says 78's are going very slow with the LP leading. The 45's are also reported as doing very well.

Rabsons, Inc. say sales are still somewhat slow, but add that they are better than during the summer. The LP and 45 discs are again reported as selling well with the 78 sales down.

The Liberty Music Shop spokesman said the outlook is much brighter and added that the public is beginning to ask for the different speeds.

Commercial Radio Service Offered In Germany

(Continued from Page 1)

representatives in New York say most of the German market can be covered by mass advertising over Radio Sarrebruck. The 20,000-watt station was destroyed during the war, but rebuilt in 1945. Advertising has been carried only in recent months.

Pan American points to the fact that Germany has spent $700,000,000 annually for American exports since 1946, and that the market can expand further. Sarrebruck now covers a good part of that market by day and most of it by by night, the company adds. The station operates 17½ hours daily.

Pan American says most large American manufacturers already have started operations in Germany and more are expected.

Anniversary Program Planned On Bill Of Rights

A special program commemorating the 158th anniversary of the adoption of the Bill Of Rights will be broadcast by ABC direct from the Sub-Treasury building in New York on Thursday, December 15. Participating will be Interior Secretary Oscar Chapman, motion picture pioneer Cecil B. DeMille, and Messmore Kendall, president of the Bill Of Rights Commemorative Society. Gardner Osborn, vice-president of the Society, will serve as master of ceremonies and Cardinal Francis J. Spellman will deliver the invocation. The Bill Of Rights was enacted on the Sub-Treasury site.

Coleson Will Represent Adv. Council On Coast

(Continued from Page 1)

been radio representative for the council in the past four years on a part-time basis. He will now serve as liaison officer between the council and the Advertising Association of the West and will operate full-time from the Taft Building in Hollywood. He also managed the Hollywood office of NAB from 1946 to 1948.

Business Series Planned For CBS Beginning Dec. 3

"You and Small Business" is the name of a new Monday-through-Friday series to be heard over CBS, 6:15 to 6:30 P.M. EST., beginning Dec. 5th.

Secretary of Commerce Charles Sawyer will tell about his recent tour of the country on the initial show. Host for this occasion and following broadcasts will be Dwight Cooke.

Guests Listed

The series will examine small businesses and discussions by experts will be featured. Others to be heard on the first week are Harry L. Miller, chairman of the Small Business Advisory Committee, C. F. Hughitt and C. Wilford White of the Department of Commerce, and economist Lysander T. White.

Ross Being Offered As Seasonal Co-op

(Continued from Page 1)

with Mae West scheduled to be the first personality interview on next Monday.

The short term co-op deal is an innovation in Mutual program sales. Idea for offering Ross for commercial sponsorship on a co-op basis came from stations on the network who reported a demand among local merchants for a Xmas merchandising tie-in with this type of a show. daily from 12:15 to 12:30 p.m., EST.,

Touchdown Club Dinner To Be Aired By WMGM

WMGM will air the annual dinner of the Touchdown Club of New York tonight from 8:00 to 8:30 p.m. Bob Zuppke, Illinois coach who trained Red Grange, will receive the club's annual award at the affair being held at the Ruppert Brewery banquet hall in Manhattan.

The club, an organization of former varsity football men, will also have George Little, Grantland Rice, and Art French as guest speakers. Herman Hickman of Yale, Ed Danowski of Fordham, Ed Dooley of Dartmouth and other football personalities will be present. Ward Wilson of the WMGM sports staff will be emcee for the occasion.

WELLES WINS FREEDOMS AWARD

To Ruth Welles, KYW women's broadcaster, went one of last week's coveted Freedoms Foundation awards.. a medal of honor and $1,500 in cash presented at Valley Forge by General Eisenhower. This award was for the design of a cookie cutter embodying the Foundation's credo emblem.. an ingenious method of teaching children the organization's aims. This same ingenuity has won Ruth Welles many awards for her work at the microphone, and continues to win new listeners to her daily program at 9:30-10:00 AM. For availabilities and convincing evidence of *sales*-power, consult KYW or Free & Peters.

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE
KYW

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

SAN FRANCISCO

By NOEL CORBETT

GRANT HOLCOMB, director of news for KCBS, has been elected to the Board of Directors of Sigma Delta Chi, national journalism fraternity, San Francisco Professional Chapter.

The Standard School Broadcast (NBC's Western net on Fridays at 10 a.m.) will be heard on four Alaska stations beginning January 6.

Dick Hiett, a Daly City kid is the winner of the Hopalong Cassidy colt-naming contest on KGO-TV. He wins a trip to Hollywood to meet Bill Boyd and the hoss.

KGO-TV is reshuffling its Saturday schedule to replace football. Light classics, a religious program and ice hockey will fill, with other shows to be announced.

Pioneer Investors Saving and Loan Association has signed to sponsor the KCBS 7 a.m. news broadcast Tuesdays, Thursdays and Saturdays for 52 weeks starting December 13. Long Advertising Service is the agency.

Arthur Mortenson, merchandising director from CBS, Hollywood, was here last week to confer with Arthur Hull Hayes and KCBS execs and members of the Lions International regarding the Fred Beck Toy Turnout, a charity drive over CBS.

Local winner of the Lux Radio Theater search for the most beautiful 15-year-old girl is Kathleen Florness of Oakland.

New 45 rpm Records Boost Library To 2000

New releases of 45 rpm records will up the total listings in this line to nearly two thousand, RCA-Victor announced yesterday.

Classical, popular, country, western, blues, rhythm, and children's records are all represented in the 45 repertoire, according to RCA. The company says demands for Red Seal records are in many instances greater than those for popular releases, and a substantial number of classics will be added.

Initial purchases averaging $15 worth of records have been reported by dealers, RCA says. The spurt has been sparked by an intensive promotion of the new player attachment, it was pointed out.

New Red Seal titles on 45 rpm which will be available for the Christmas season include Bach's Mass in B Minor, Beethoven's Piano Concerto No. 2 and Ravel's "Mother Goose Suite."

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales–Rentals–Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● WWCA, Gary, Indiana, is planning to go on the air the end of next week. Todd Branson has been appointed program director. . . . Bill Hansen, BMI sales executive, is here at the Sheraton Hotel, giving the local scene the onceover. He's very enthused over BMI's new song, "My Diary of Broken Dreams." . . . The Jennifer Holt who is here starring in the "Uncle Mistletoe Show" for Marshall Field's over WENR-TV, is the daughter and brother respectively of movie cowboy stars Jack and Tim Holt. . . . Two veteran Chicago radio men have joined forces to form the new radio-TV production firm of Dawson and Jackson with offices at 360 N. Michigan Avenue. They are "Stu" Dawson, former president of Feature Productions, and Lowell Jackson, long-time executive with the Katz rep firm and former vice-president of Radio Features, Inc. New Gimmick to their package producing plan is that after three years of sponsorship a package will become the property of the agency or sponsor with only a small royalty paid to the packager after that time.

Chicago

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● ● ● Local time buyers at leading ad agencies here trekked to South Bend last week to watch the Notre Dame-S. California massacre as guests of Bob Swintz, manager of WSBT, Bob says that even though his station is anxious for a TV license, they certainly don't want one in the UHF band. . . . Bill Spencer, manager of WHOT in South Bend, giving the strongly entrenched South Bend "Tribune" station a bit of a battle for business. . . . The third South Bend outlet, WJVA, has shifted its base of operations to Mishawaka. Joseph Pawloski, local attorney, has taken over management of the station and is trying to guide the station out of its financial difficulties of the past year. Studios are now located at the Mishawaka Hotel.

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● ● ● WMOR taking bows for its hard-hitting "Report to the People" program which blasted local apathy toward an anti-colored riot which took place here recently. . . . Long time news commentator Moulton Kelsey, who was last heard locally over Stations WCFL and WIND for the Fair store and for Evans Fur, is now half of the new "husband and wife" show titled "Coffee with the Kelseys." Program is aired daily over WGN at 9:15 a.m. . . . Many sponsors eyeing the new Frann Weigle disc jockey show called "Stop the Record" which is televised over WGN-TV Friday nights at 8:15 p.m. . . . Marjorie Retzke of the WBBM continuity editing department and Wayne F. Gibbs, Jr., of Richmond, Va., have announced their engagement.

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● ● ● Kenneth C. Price, manager of the 1950 Parts Distributor show, which will be held at the Stevens Hotel, May 22-25 reports that all booth space is already sold out! . . . Kiddies who enter the best name in a contest conducted by Hank Grant on WGN's "Let's Have Fun" show sponsored by Goldblatt's will walk off with gads of prizes. Idea is to name Santa's Teddy Bear. . . . Local stations pleased with the spot business placed by the Household Finance Corporation. Jim Cominos at the Le Valley agency, is account man. . . . Ernie Simon planning to take his bride-to-be to the Bahamas on their honeymoon right after Christmas. It'll be an all radio wedding as Dr. Preston People, star of his own WGN and WJJD programs will officiate.

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SOUTHWEST

WBAP, Ft. Worth, WBAP-TV's football line-up from Nov. 24 to December 3 has viewed sports fans jumping in the Fort Worth-Dallas area. On November 24 (Thanksgiving) the top local high school game of the year, Paschal vs. Northside, was telecast from Farrington Field in Fort Worth. Co-sponsors were Fritos (Glenn Advertising) and West Texas Appliance Company (James McBride Advertising). On Saturday, November 26, the station presented the TCU-SMU annual grid classic from TCU Stadium in Fort Worth. On Saturday, Dec. 3, WBAP-TV presents the Notre Dame-SMU fracas from the Cotton Bowl in Dallas. Both of the college games will be sponsored by Humble Oil and Refining Company through Wilkinson, Schiwetz and Tips, Inc. The SMU-Notre Dame game will be filmed in its entirety by WBAP-TV for airing Sunday, December 4 for Fritos through Glenn Advertising. Both college games were aired by WBAP-820 for Humble.

KNBC To Get Award

San Francisco — KNBC and the Standard Oil Company of California will be cited for outstanding service this Sunday, December 4, by the local branch of the American Association of University Women.

The award for the Standard School Broadcast and the Standard Hour will be presented on the former show by Mrs. Carleton Gray, president of the San Francisco branch of the AAUW. John Elwood, KNBC general manager, and T. S. Petersen, president of Standard Oil will accept the presentation.

The AAUW makes the award annually to a locally originated program considered outstanding in education, arts, social studies, international relations, or legislation.



NAB Regional Asks Re-Defined Districts

(Continued from Page 1)

maintain the *status quo* established by the Havana treaty.

Another resolution voiced opposition to the FCC adopting the new rules recently proposed covering the hours of FM operation. The resolution points out that "most of the operators of FM stations are providing worthwhile service to the public at a substantial financial loss."

Endorse BAB Plans

The Southwest broadcasters endorsed the action of the board in establishing the Broadcast Advertising Bureau and approved the early activities and planning of the new service. Maurice Mitchell was commended for "his energetic, thorough and effective leadership" in the direction of BAB.

Other resolutions commended the administration of Justin Miller, as president; Richard P. Doherty for his administration of the Employee-Employer Relations department and Don Petty as general counsel of the industry organization.

No resolution was adopted regarding Broadcast Measurement Bureau.

Hospital Interviews Set In WOR's Christmas Drive

WOR's John Wingate will be Santa's helper this Sunday, Dec. 4, when he interviews youngsters in four New York City Hospitals to find out what they want for Christmas.

The program, Christmas in the Children's Ward, will be presented by the WOR News and Special Features Division in connection with the station's Fifth Annual Children's Christmas Fund drive. Last year, 8,634 listeners contributed more than $27,000 to the fund to provide toys, clothing, Christmas trees, and television sets for children in hospitals.

The interviews will be transcribed in the wards and later presented from 2:45 to 3:00 p.m.

The fund will also buy gifts for infants born during the Christmas week in 51 voluntary hospitals in the five New York boroughs. Nearly nine-thousand infants and children will be taken care of.

To Continue Opera News

Encouraged by a favorite audience reaction to a dramatized recreation of the Metropolitan Opera's first night, Oct. 22, 1883, during last Saturday's broadcast of ABC's "Metropolitan Opera On The Air," "Opera News On The Air" will present other highlights of Met history on forthcoming programs. Written by Allan Sloane for the Henry Souvaine Agency, which produces the show, the historical highlights will be interspersed among the next eighteen opera broadcasts as an "Opera News On The Air" intermission feature.

★ AGENCY NEWSCAST ★

GEN. CARLOS P. ROMULO, hero of Bataan and now President of the United Nations General Assembly, will be guest of honor at a dinner at the Advertising Club of New York next Monday. Cocktails at 6:30 p.m., dinner at 7.

ALFRED PAUL BERGER CO., Inc., has been appointed advertising agency for Klik Promotions, Inc., New York, manufacturers of novelty jewelry.

MAIL POUCH TOBACCO CO., Wheeling, W. Va., makers of Kentucky Club Smoking Tobacco, Mail Pouch Chewing Tobacco, Melo Crown Cigars and other tobacco products, has appointed Charles W. Hoyt Company, Inc., New York, advertising agency. The company has been using radio, television, magazine and outdoor advertising to promote its brands.

STANDARD RADIO TRANSCRIPTION, SERVICES, Inc., with home offices in Hollywood, has announced that the company's New York offices are moving from 1 E. 54th Street to new larger quarters in the Georg Jensen Building at 665 5th Avenue. Alex Sherwood, vice-president in charge of sales at Standard, is in charge of the New York office.

WEST HOOKER TELEFEATURES, Inc., has employed two new account executives to call on New York advertising agencies. They are Richard Brill of Eagle Lion, Warner Brothers and more recently director of public relations at the Celotex Corporation, and Edward Carlin, agency and radio executive. James Elkins, account man, who has been with the firm since September, has been upped to vice-president.

LEVY ADVERTISING AGENCY of Newark, N. J., announces the following accounts: The upholstery division of Gimbels Department Store, New York, radio currently being used. American Limoges China Company, manufacturers of American Limoges Dinnerware, to handle national radio and television exclusively. Kitchen Sales Corporation, Newark, manufacturers of the satin-aluminum, magic Cooleroller, the rolling pin with the built-in refrigeration. National radio and television currently being used.

THE CUSHMAN BAKING CO. of Portland, Me., and Lynn, Mass., again is sponsoring the Cinnamon Bear series of 15-minute radio programs. This Christmas story for children is being aired over nine New England stations through Dec. 23. Newspaper copy is being used in all nine cities calling attention to the program. The account is placed by the Harry M. Frost Co., Inc. of Boston.

HAROLD DAVIS has been named an account executive of Radio Sales, radio and radio station representatives, CBS, effective immediately. He was formerly assistant commercial manager for WCAU, Philadelphia, in charge of their New York office, and, prior to joining WCAU, was program director for WDAS, Philadelphia.

MARSHALL HURT has joined the executive staff of Walter Weir, Inc., New York. He was formerly with the Bauerlein agency in New Orleans, Wendell P. Colton Co., McCann - Erickson, Inc., and the Elmo Roper organization.

BBD&O's Bruce Barton, Alex Osborn, and Ben Duffy are marking 30 years with the agency. Barton, now chairman, and Osborn, the vice-chairman, formed the agency in 1919 with Roy Durstine. Duffy who is now president, joined the firm as a messenger. Barton, Durstine, and Osborn merged with the George Batten Co. in 1928.

DAVID O. ALBER ASSOCIATES, with Gene Shefrin as account-executive, have been retained for publicity and promotion on Guy Lombardo's East Point House Restaurant in Freeport, L. I.

ASSOCIATION OF COOK COUNTY CHRYSLER DEALERS has appointed the Olian Advertising Company, Chicago, as its advertising agency to promote new and used car sales as well as the service facilities of its members. The opening campaign is scheduled to coincide with the appearance of the new 1950 Chrysler.

DEAN SHAFFNER has joined the sales presentations department of the American Broadcasting Company as a writer, following five years with The Biow Company as radio and television research director. Previously, he had served with both C. E. Hooper, Inc., and Crossley, Inc., as production manager on various research projects.

CHAS. E. LOGAN, producer-writer with Feature Productions, has resigned his position to become a partner in the newly-organized firm of Burnett & Logan, marketing, advertising and public relations, at 430 East Ohio Street, Chicago. Other partner in the new firm is Hal Burnett, former editor of "Industrial Marketing" and executive editor of "Advertising Age." The partners worked together in the 1930's on the public relations staff of Columbia Broadcasting System, western division, Chicago.

BRENNAN ADVERTISING AGENCY, Houston, Texas, has been elected to membership in the American Association of Advertising Agencies.

Private Stations File Briefs In Canada

(Continued from Page 1)

French-language station naturally took the Corporation view. In opposition to CBC policies were briefs from Canadian Marconi Co. and stations CKVL and CKAC, besides small community stations.

The Canadian Marconi Company testimony said the heavy hand of government paternalism is a "negative factor devastating in its effect upon radio and television in this country."

It deplored the "do-nothing policy" and other "fallacies" which it claimed underlay the reasoning behind the terms of the Canadian Radio Broadcasting Act of 1932.

The brief also attacked the suggestion recently put forward at the commission's hearings by the Royal Architectural Institute of Canada that the future of radio and television be firmly established in the hands of "the cultural leaders of the country."

This suggestion was dismissed by the brief as '*reductio and absurdum*" reasoning.

Station CKAC claimed the CBC's constantly increasing commercialism was encroaching on the field of private stations, particularly over French channels. The brief charged that the CBC had given "unjustified" rate cuts for commercial programs over the French networks amounting to over $6,000 yearly.

The Commission asked the station for a letter outlining the cases involved in the alleged rate-cutting.

Station CKVL urged that all future television development be restricted to existing public and private radio exclusively. This brief also envisaged possible bombing raids by hostile powers on heavily populated areas and suggested that public and private stations be encouraged to put themselves immediately on a "possible invasion basis."

The brief argued that "with robot planes able to follow regular broadcast stations to populous centers, special forms of low-angle frequency modulation (FM) broadcasting from transmitters located remotely from populous centers should be encouraged."

The brief submitted on behalf of many small community broadcasting stations asserted that the public interest in the radio field was best served by a public body responsible to Parliament than by "big enterprises."

It recommended observance of the principal, however, that no person should be both competitor and regulator, and urged that the CBC's commercial department be made a separate and different corporation.

Stork News

Lee Otis, news editor at CBS, is the father of a seven-pound, 12-ounce girl born yesterday to Mrs. Otis at Parsons Boulevard Hospital.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y

"HUSH LITTLE DARLIN'"
Recorded By
Perry Cama Eddy Howard
Dick Haymes Curt Massey
Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY—
PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Revival of a Million Copy Hit!
"AM I WASTING
MY TIME ON YOU"
STASNY MUSIC CORP.
1619 Broadway New York City

JOHNSON RAG
recorded by
PEARL BAILEY ..... Harmony
GENE COLIN ..... Rondo
JIMMY DORSEY ..... Columbia
RUSS MORGAN ..... Decca
ALVINO REY ..... Capitol
JACK TETER TRIO ..... London
CLAUDE THORNHILL ..... Victor
MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—The cycle has again made a complete revolution since 1930 when hillbilly numbers such as "When It's Springtime In The Rockies," "When The Moon Comes Over The Mountain," "Big Rock Candy Mountain," "She'll Be Comin' Round The Mountain," and "Little Sweetheart of The Mountains" were the nation's top tunes. . . . today we find among the leaders "Jealous Heart," "Room Full of Roses," "I'm Throwin' Rice At The Girl I Love," "Slippin' Around," "Raindrops and Teardrops," "Someday You'll Want Me To Want You," "Tennessee Polka," "Why Don't You Haul Off and Love Me" and of course, "Mule Train." . . . thus, look for a general exodus of tin pan alleyites soon for the surrounding countryside, mountains (Catskill, Adirondack, Ramapo, etc.) and nearby dude ranches, to commune with nature and mayhap gather necessary inspiration, material or hold face-to-face meetings with psuedo-cowpunchers sod-busters and our hayseed cousins.

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● ● ● Edwin B. Morris & Co., reviving the hit of 1945 "Let It Snow, Let It Snow, Let It Snow" by Sammy Cahn and Jule Styne and "The Christmas Song," (Burke & Van Heusen, Inc.) written by crooner Mel Torme and Robert Wells. . . . ● NBC should find another spot for the listenable Dick Dudley, whose 'Rockabye Dudley' series bowed out last Friday. . . . airwaves need programs that beam warmth and friendliness such as Dudley offers. . . . ● Maestro Arnold Johnson and Carmen Lombardo have collaborated on a Hawaiian number "Lilokalani," a cinch for the Hit Parade. . . . published by Lombardo Music. . . . ● Bob Miller, Inc., is the publisher of "Oh How I Cried" written by Jimmie Hodges and Bob Nichols. . . . ● Patti Lure, (Miss Montana of 1949) does such a fine singing job on Jack Shaindlin's ballad, "Dawn Over Manhattan" in the Fox short subject, 'Music In Manhattan' that Johnny Thompson will include it in his next Langworth Transcription. . . . ● Film execs, who plan to make a flicker based on the life of deejay Dick Gilbert, are considering Frank Sinatra or Frankie Laine. . . . why not Gilbert to portray 'Gilbert'? . . . ● Herald-Trib radioed. John Crosby will speak at Radio Club Social at N.Y.U. Monday nite.

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● ● ● ON AND OFF THE RECORD:—The teaming of Bing Crosby with Fred Waring's Pennsylvanians on the new Decca coupling of "Way Back Home" and "Iowa Indian Love Song" results in a fine platter which will get lots of deejay attention. . . . ● Tony Pastor's great Columbia biscuit of the sensational new novelty, "If I Had A Million Dollars" backed with "My Mammy," the standard is on the market but four weeks and already is appearing on numerous disk jockeys' best. . . . this waxing should win T. P. a million new fans. . . . ● Wait till you hear Dinah Shore's clever rendition of "Bibbiddy-Bibbiddy-Boo. . . . ● London Records has a sleeper in Theresa Brewer's great rendition of "I Beeped When I Shoulda Bopped" flipped with the oldie, "Ole Man Mose." The top side is a cinch for plenty of whirls on deejay turntables and should also garner quite a few buffaloes in the jukes. . . . ● Victor will re-release Rudy Vallee's "Drunkard Song" thanx to Russ Offhaus.

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● ● ● SHARPS AND FLATS:—Superior Music is reactivated with firm going all out on "Just Driftin' Along" penned by Roy Newell and Nat Simon. . . . ● Barton Music will publish the new Al Rickey-Kay Twomey ballad, "Five Eleven Happiness Lane," a clever and catchy ditty. . . . ● Victor Selsman joins Valando Music, working on "Echoes" and "Wedding Bells Will Soon Be Ringin." Gene Piller added to Laurel Music staff to exploit "Meadows of Heaven." . . . ● Francine Falkon, who graduated from "Hour of Charm" to become one of the finest concert contraltos, guestrills MBSunday at 9 on Sylvan Levin's Opera Concert.

PLUG TUNES

Wedding Bells Will Soon Be Ringin'
LAUREL MUSIC CO.
1619 Broadway New York City

SOME DAY
(You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
—♦ ♦—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 1, 1949 — TELEVISION DAILY is fully protected by register and copyright

PRIVATE TV FOR CANADA URGED

TELE TOPICS

THE NOISIEST OCTETTE in TV may be found cavorting weekly on "Pantomime Quiz," an opus that recently marked its second anniversary in Hollywood and has been on CBS, New York, for a considerably shorter time, both under the aegis of Chevrolet Dealers. The members of this rowdy group are movie actors — some big-name, some medium-name and some no-name — and divided into two teams, they play charades. They all are pretty adept at this sort of thing, especially the regulars who seem to have developed a telepathic code that gives them quite an advantage over the guests. The participants get louder as The Game progresses and at times the girls, all blondes, sound as though they're going to shriek themselves into laryngitis. It's a pretty amusing show usually, although the actors always seem to have a better time with it than we do. . . . Items: As one of the performers was acting out her part recently, she pointed to her throat. A beautiful blonde on the same team, (they're all beautiful on the show) repeatedly suggested, "larnyx? larnyx?" Second item: At the second ann'y airer, the cast let producer-emcee Mike Stokey have a layer cake square in the mush; they all thought it was a wonderful gag. . . . Recording quality on the show is as bad as most. Bernie Ebert is co-producer. Campbell-Ewald the agency.

●

FORMER DANCING STAR Mitzi Mayfair chalked up a double header for her favorite show on the Hooper count Thanksgiving Day. 'Twas the first Thursday that Mitzi has been home in over 30 weeks and she had to convince Hoop's caller that she had two sets going, both tuned to "Stop The Music." After insistent quizzing by the interviewer, she established that the cook and the maid were watching one set while her guests were watching another. In a cooperative mood, she volunteered the information that both groups always watched "Stop The Music" and that it was their favorite show. What she didn't volunteer, however, was the fact that she and her husband, Charles Henderson, co-produce the giveaway for the Lou Cowan office and that the servants' interest was hypoed by their preparation of an after-show holiday feast for the stanza's cast and crew.

●

PAUL TRIPP, star of Mr. I. Magination and lyricist of "Tubby The Tuba," has completed a similar work dedicated to the Philadelphia Zoo, now marking its 75th anniversary. Titled "Adventures of the Zoo," the new work will be narrated by Tripp at its premiere performance by the Philadelphia Orchestra Dec. 17. . . . Guy Lebow pinch-hit for the ailing Russ Hodges on the CBS boxing pickup from St. Nick's last nite.

Pye Cameras Used On WOR-TV Remote

First on-the-air demonstration in this country of cameras made by Pye, Ltd., major British manufacturer, was held last night when two Pye cameras were operated side by side with WOR-TV cameras during the station's coverage of boxing bouts at the New York Athletic Club.

The Pye cameras, which were manned by British crews in this country to demonstrate the equipment as part of an export drive, used a new pick-up tube called "Image Photicon," which the company claims provides a more detailed picture with better shading effects.

Half of last night's program was scanned by WOR-TV and half by the British crew.

B. J. Edwards, head of the Pye team in this country, said his firm's equipment would sell here for about 15 per cent less than comparable American equipment.

Other members of the British team are J. E. Lakin, director in charge of arrangements for the team; William Jones, designer of the equipment; N. Q. Lawrence, program and lighting director; and engineers D. H. Fisher, C. H. Babbs and John Hurst. Chief mechanical engineer is Donald Jackson.

Goodrich Adds WSB-TV

WSB-TV, Atlanta, has been added to the station roster for "B. F. Goodrich Celebrity Time" bringing the show's total to 23. Carried by ABC, program is a World Video package.

Para. To Back Study Of TV's UN Coverage

(Continued from Page 1)

mount Pictures, which has offered to contribute $500 to the Dean's fund of the Columbia Graduate School of Journalism and $500 in student prizes as well as a 19-inch DuMont receiver for use in carrying out the project. Paramount camera crews handle the daily pickups of the UN sessions for CBS.

Students will be organized into groups and assigned to study the UN pickups with emphasis on evaluating their effective presentation to school and theater groups and home viewers.

At the end of the current Assembly session, the students will be required to present critiques, with prizes to be offered for the five best presentations.

Judges of the contest will be Benjamin Cohen, Assistant Secretary-General of the UN; Prof. Boscoe Ellard, of Columbia, and Paul Raibourn, vice-president of Paramount.

KTLA Sells Two

Sale of two KTLA, Hollywood, shows to national advertisers was announced yesterday by Cris Rashbaum, eastern sales rep of Paramount. Penick & Ford, maker of My-T-Fine desserts, signed for "Sandy Dreams," weekly children's stanza, for 13 weeks, beginning Dec. 3, through BBD&O, Pioneer Scientific Corp., through Cayton agency, signed for "At The Mat," weekly interview stanza, for 26 weeks.

Free Enterprise As Spur To Video's Growth Seen

Montreal—Amendment of Canada's broadcast legislation "to give private interests equal rights with the CBC in the television field," and establishment of "an independent government regulatory authority" for TV was urged by the Montreal Board of Trade in a brief filed with the Royal Commission on National Advancement of Arts, Letters and Sciences.

The Board took exception to a CBC brief submitted earlier which emphasized that "in the national interest there must be a development of television by the national broadcasting system," and said:

"It appears to be the opinion of the CBC that if television was turned over to private companies, there would be a predominance of programs from the United States and that the gospel of Canadianism would thereby be weekened. The Montreal Board of Trade does not agree with this opinion."

The brief continued: "With private enterprise willing to risk its capital in the development of television, even with governmental control, it is difficult to understand why this should not be permitted as not only will it mean a considerable saving to taxpayers, but it will also mean that the mechanics of broadcasting TV will be developed more quickly.

"It is submitted therefore that private enterprise should be permitted, in fact, encouraged to develop television with reasonable governmental regulations supervised by an independent government body."

Three N. Y. Cities Join Web, Bring Bell System Total To 24

The Bell System's TV network facilities will be expanded to a total of 24 cities today when service is inaugurated to Schenectady, Utica and Syracuse, N. Y.

Coaxial cable between New York and Albany, in telephone service since spring, 1948, has been equipped for TV and will form part of the new link. From Albany the web stretches to Syracuse via radio relay with four intermediate stations at Rotterdam, Cherry Valley, Deerfield and Sullivan. Schenectady will be served via a seven-mile link from the Rotterdam station and Utica via a three-mile hookup from Deerfield. Utica's first station, WKTV, will begin commercial operations today.

WHEN, the only outlet in Syracuse, will hold a dual celebration today, marking its interconnection with the web and its first anniversary. AT&T and station officials will take part in ceremonies marking the opening of live network service, while a special anniversary program will be aired tonight.

WRGB, pioneer outlet of General Electric in Schenectady, has been receiving network programs from New York for the past several years via a GE relay hookup.

'Believe It' Back Jan. 4; Ballantine Will Sponsor

Robert I. Ripley's "Believe It Or Not" returns to NBC Jan. 4, 8 p.m., with a new half-hour dramatic format under sponsorship of Ballantine ale and beer. Name performers will be used on the new show. J. Walter Thompson is the agency.

Two Join UA TV Sales

Appointment of Herb Harris and Mark Scott to the United Artists TV sales staff was announced yesterday by John Mitchell, UA tele topper. Harris, formerly with NBC, will headquarter in Dallas and Scott, formerly in radio sales and promotion, will work out of the UA Chicago exchange.

PROMOTION

Christmas Letter

A Christmas letter mailed to Long Island merchants by WHLI and WHLI-FM, Hempstead, L. I., advises that "The easy way to get More Holiday Business is to advertise now over WHLI."

The letter reminds merchants that —"Your biggest season of the year is here. There will be lots of business around. But, be sure to get your slice of it by advertising over WHLI —the station that has more daytime listeners in this area than three key network stations."

Merchants are advised to call the station to have an account executive visit them with no obligations, to show how they can—"Boost holiday sales and profits by using WHLI to reach customers and prospects in Nassau, eastern Queens and western Suffolk."

Three Buffalo Stations Launch Xmas Promotion

Buffalo—Christmas came to Buffalo on Thanksgiving day with a Christmas parade down Broadway Thanksgiving morning including balloons, floats, painted clowns and of course, Buffalo's three radio stations, WKBW, WBEN, and WEBR.

Static Booth Placed

WKBW placed a static booth over the reviewing stand for the complete description of the parade. WEBR used their sound truck which they had painted in candy stripes and had an Indian on top, in the line of march and broadcast as they moved along. WBEN had a float with live people dressed in costumes of colonial times representing Thanksgiving and on the other end of their float a replica of Santa Claus on his throne. A WBEN television camera moved between the two as if taking television pictures of Santa and Thanksgiving celebration.

Conversation With Bystanders

WKBW had a 1950 Ford convertible with a seven-foot replica of microphone placed on top and Roger Baker, WBKW's newscaster rode in this convertible up and down the sidelines on the line of march interviewing and talking with the spectators while Mike Mearian, WKBW disc jockey remained at the reviewing stand giving a running commentary of the parade as it was passing.

WBAL means business in Baltimore

COAST-TO-COAST

WTRF Manager Chairman

Bellaire, O.—Robert W. Ferguson, the station manager of WTRF and WTRF-FM, has been named chairman of the publicity committee of the Wheeling, West Va. Retail Merchants Division of the Ohio Valley Board of Trade.

WHBF Xmas Broadcast

Rock Island, Ill. — WHBF and WHBF-FM will broadcast "The Messiah" sung by the Augustana College Handel Oratorio Society, on Monday evening, Dec. 12. This is the 69th season the music has been sung by the college chorus and the fourth consecutive year WHBF has been the exclusive outlet for the program in its entirety. All commercial programs on WHBF will be cancelled for the Christmas music broadcast.

Mrs. Santa On WELI

New Haven, Conn.—Daily reports on the pre-Christmas activities at the North Pole are now being broadcast by Mrs. Santa Claus on WELI at 4:45-5:00 p.m. Monday through Friday. This is the fourth consecutive year WELI has presented this special program series, sponsored by the W. T. Grant Company. The program includes reports on activities at the North Pole Toy Factory; chatter by Jo-Joy, Santa's special helper; and telephone calls and special gifts to children who write to the program.

Stork News

Boston — Harold Segal, of the WCOP sales department, is the father of a 7 lb., 6 oz. girl, Judith Ann, born November 26th.

Chaplin Radio Guest

Phoenix, Ariz.—NBC's roving correspondent, W. W. Chaplin, who originated one of his "Report on America" broadcasts from KTAR, appeared as guest on Howard Pyle's "Arizona Highlights" program. Chaplin, formerly stationed in Moscow made some observations on the current international situation.

Insurance Firm To Sponsor

Philadelphia, Pa.—The Farm Bureau Insurance Company has contracted for sponsorship of a daily five-minute morning news program on WFIL for a period of 13 weeks, beginning Monday, December 5. The program will be aired at 6:55 a.m. Monday through Saturday.

Sammy Kaye On WDRC

Hartford, Conn. — When Sammy Kaye was here for a personal appearance at the State Theater, he broadcast his nationwide CBS "Sunday Serenade" show from the studios of WDRC last Sunday. Kaye and his group just had time to fit in the broadcast between stage shows.

Ward Named KRMG Director

Tulsa, Okla.—Perry W. Ward has been named program director of KRMG, new 50,000 ABC affiliate. Ward was a producer-emcee with the NBC-Blue, and later did production and programming with ABC, CBS and NBC in Hollywood. He returned to Oklahoma City as program manager for KOMA, and for the past two years has been freelancing.

Series About The Future

Detroit, Mich.—WWJ-AM and FM, in cooperation with the YMCA and the Detroit Public School System, is presenting a series of 13 weekly programs entitled "It's Your Future." The program is aired from 7:45-8 p.m., Wednesdays, and is designed to bring youth, as future citizens, workers and leaders of business, industry, and the professions, into relationship with their future employers.

WSTC School Announcements

Stamford, Conn. — School superintendents of towns in the surrounding area are cooperating with WSTC and WSTC-FM to bring emergency school signals to students. "No School" announcements because of bad weather during the coming winter months will be broadcast by the Stamford station. School officials will have secret identifications to eliminate pranks.

WLAW Special XMAS Show

Lawrence, Mass. — WLAW will offer a novel Christmas program over the air during a two-week period starting December 12 and ending December 23. The program will consist of a two-way telephone interview with special events director Fred Laffey representing the children of America, and chief announcer Richard Hickox assuming the role of Santa. The program will be heard every afternoon, Monday through Friday, at 4:55 o'clock during the two-week period. The program is titled "Letters to Santa."

New KBON Member

Omaha, Neb. — Mrs. Mayme M. Allison has joined Station KBON as director of women's activities. Her quarter-hour program, "'Round the Town" will be aired at 10:45 a.m., Monday through Friday, and will feature shopping news and information on entertaining, fashions, and home making.

Lawrence Local Chairman

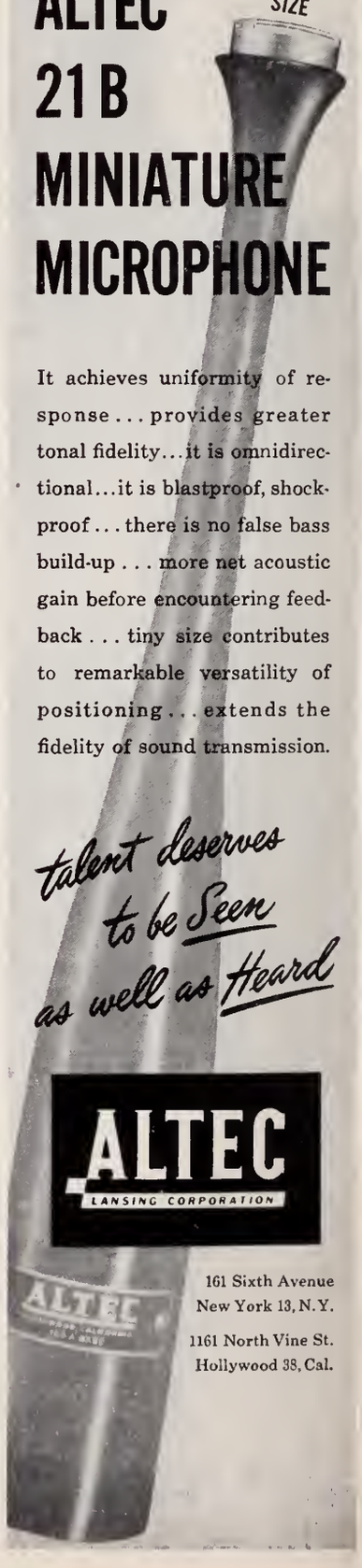
Boston, Mass. — Craig Lawrence, general manager of WCOP, will serve as chairman of the Radio Division in the forthcoming campaign for the Suffolk County Chapter of the National Foundation for Infantile Paralysis, of which Charles E. Kurtzman, N.E. division manager for Loew's Theaters, is general manager.

you can do it better

with the revolutionary

ALTEC 21B MINIATURE MICROPHONE

ACTUAL SIZE



It achieves uniformity of response . . . provides greater tonal fidelity . . . it is omnidirectional . . . it is blastproof, shockproof . . . there is no false bass build-up . . . more net acoustic gain before encountering feedback . . . tiny size contributes to remarkable versatility of positioning . . . extends the fidelity of sound transmission.

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ALTEC LANSING CORPORATION

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RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 41 NEW YORK, FRIDAY, DECEMBER 2, 1949 TEN CENTS

COY DISCUSSES FREEDOM, AND PROBES

NAB Election Forms For Directors Mailed

Washington Bureau of RADIO DAILY

Washington—NAB said yesterday that certification forms for the nomination and election of directors have been mailed to all members. The election is to be completed by March 17, with directors to be elected from the even-numbered NAB districts. Actual district elections may be made by mail or at special meeting, at the option of the district directors.

NAB said also that its members, voting in a mail referendum, have overwhelmingly approved an amendment to the NAB by-laws which

(Continued on Page 3)

Book Publisher Buys Sat. Half-Hour On ABC

Doubleday & Company has purchased the quarter-hour periods immediately preceding and directly following broadcasts of the Metropolitan Opera for two one-shot programs on Dec. 5 over 70 stations of the ABC network.

Programs will feature Jacques Fray with recorded music. Decision by the book company to buy the net time was arrived at fol-

(Continued on Page 3)

Oil Co. Buys Newscast On Alaskan Stations

The Union Oil Co. will sponsor a 15-minute daily newscast six days a week over the Alaska Broadcasting System, it was announced yesterday.

The contract is for one year and represents more than $27,000 in gross billings. Union is third major

(Continued on Page 2)

Service

In response to an assistance plea made by the Greensboro, N. C., Junior Chamber of Commerce, WCOG, Greensboro, raised $2,000 from listeners within twenty-four hours to pay for an operation which meant the difference between life and death to six-year-old "blue" baby Phyllis Carter. Plea was made on Friday evening.

Bowles Naming Benton to Senate

Governor Chester Bowles of Connecticut is expected to name his only advertising agency partner, William Benton to the post of Senator succeeding Raymond E. Baldwin, Republican, who resigned to go to the State Supreme Court. Benton's appointment as an independent is said to have the approval of Senator Brien McMahon, Democrat, of Connecticut. Gov. Bowles association with Benton dates back to 1929 when they formed the advertising firm of Benton & Bowles.

Fire Destroys WDMG, Stations Offer Aid

Douglas, Ga.—The generosity of neighboring radio men has prevented the interruption of broadcasts by WDMG whose studios and offices were destroyed by a fire on the night of November 25.

The fire began in the Radio Centre Building after the one kw. sunrise to sunset station had signed off for the day and swept through

(Continued on Page 3)

Int'l Harvester Buys Time On WMCA For New Prod.

International Harvester will introduce a new line of refrigerators in the New York area with a special radio offer over WMCA starting tomorrow.

The company, in a co-op show

(Continued on Page 2)

FCC Head Says Commission Is Eager To Scan All Operations; Stresses Broadcaster-Responsibilities

Amherst, Mass. — FCC Chairman Wayne Coy repeated last night that the Commission is anxious to undertake a full-scale study of network operations, with FM, TV, talent-bureau and recording-company practices studied, along with the overall problems of network relations

(Continued on Page 6)

Bryson Steps Down, Mickelson In, At CBS

Sig Mickelson, director of public affairs and production manager of CBS station WCCO, Minneapolis-St. Paul, has been named director of the CBS division of discussion, succeeding Dr. Lyman Bryson, effective Feb. 1, 1950, it was announced by CBS vice-pres. Davidson Taylor yesterday.

Dr. Bryson, who has also been a

(Continued on Page 4)

Cedric Adams Signed For CBS Commentary

Pillsbury Mills, Inc., Minneapolis, sponsor of "House Party" Monday through Friday over CBS at 3:30 to 3:55 p.m., has added an additional five minutes to the time segment to present Cedric Adams in

(Continued on Page 3)

ABC To Cover NAM Industries Meet In N. Y.

ABC will carry the highlights of the 54th Congress of American Industries from the Waldorf Astoria in three quarter-hour broadcasts December 7, 8, and 9.

The Congress is sponsored by the

(Continued on Page 2)

Radio's Future Okay, Broadcaster Reports

Trenton, N. J. — "Paraphrasing Mark Twain," declared Carl Mark, executive vice-president and general manager of WTTM, NBC affiliate in Trenton, "reports of radio's phenomenal growth in the face of the upsurge of television are not exaggerated."

Mark pointed to the fact that radio stations all over the country in television markets are racking

(Continued on Page 4)

'Radio Theater' Continues To Lead Nielsen Ratings

"Radio Theater" continued to lead the Nielsen sweepstakes with a 27.2 rating while "Arthur Godfrey's Talent Scouts" nosed out Jack Benny for second position with a 22.5 rating, according to the latest Nielsen-Rating Top Programs' re-

(Continued on Page 2)

New Hooper Measurement Outlined At Press Luncheon

C. E. Hooper, president of C. E. Hooper, Inc., told a press gathering yesterday at a special luncheon, of a new measurement service, whereby the results of network radio program listening can be effectively measured with regard to the sale of a particular sponsor's product on a given program, in terms of those who listen to the program and those who do not.

Labeled "Sales Impact Ratings," the method involves a means of matching a sample of listeners to the program with a sample of non-listeners to the program, both of which are similar in major significant respects except listening. The product "use" which results from listening to the program can thus be isolated for measurement. This "matching" can be trusted to eliminate significant variables which

(Continued on Page 3)

Santa's Helper

Stamford, Conn. — Twenty minutes before the arrival of Santa Claus at the C. G. Murphy store here, station manager William Morris of WSTC, decided to broadcast the event. A line was dropped out the window to the nearby store and the program was on the air. It proved so successful that the store manager ordered a repeat.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Allen Kushner, Manager
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WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
612 N. Michigan Ave.
Phone: SUperior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*December* 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/8	6 7/8	7 3/8	+ 3/8
Admiral Corp.	29 1/2	29 1/2	29 1/2	+ 1/4
Am. Tel. & Tel.	147 1/4	147	147 1/4	+ 1/4
CBS A	24 7/8	24 3/4	24 3/4	.....
Philco	29 1/4	29 1/8	29 1/8	— 1/8
RCA Common	12 1/2	12 1/4	12 3/8	.....
RCA 1st pfd.	73	73	73	— 1/4
Stewart-Warner	12	11 3/4	12	+ 3/8
Westinghouse	28 1/4	27 7/8	28	+ 1/8
Westinghouse pfd.	101 7/8	101 7/8	101 7/8	.....
Zenith Radio	28 7/8	28 5/8	28 7/8	.....

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 1/2	15 1/2	.....
Nat. Union Radio	2 5/8	2 1/2	2 1/2	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 5/8	14 5/8
Stromberg-Carlson	13 1/2	14 3/4

New Musical Series

Elliot Lawrence, bandleader, starts a new series tonight at 9, over WNEW, on which he will discuss progressive music. His talks will be illustrated by recordings by well known vocalists and orchestras. Lawrence has been lecturing on progressive music at various colleges throughout the country and is recognized as one of the foremost authorities on the subject. Though the series is originating at WNEW, it will be syndicated to stations all over the country by Stan Lee Broza, Lawrence's manager.

Tony Bello Joins KWK

St. Louis, Mo.—Tony Bello has recently joined the announcing staff of KWK. Bello came to KWK from WCNT, Centralia, Ill., where he was news and sports editor.

☆ COMING AND GOING ☆

JERRY DEVINE, producer of "This Is Your FBI" on the American network, will arrive in New York today with MRS. DEVINE and their son, MICHAEL. While here, he'll confer with ABC officials and will make a side trip to Washington, where he'll meet with J. Edgar Hoover to check FBI files for authentic data, which will be used on Devine programs of the future.

JOHN T. MADIGAN, director of news for the American network, has returned from Erie, Pa., where he produced Martin Agronsky's Thursday program.

NANCY CRAIG, American network's women's service commentator, is expected back Monday from a trip to Europe.

MORRIS S. NOVIK, public service radio consultant, left yesterday by plane for Los Angeles for conferences regarding forthcoming AFL programs.

DONALD A. STEWART, general manager of WDTV, DuMont television outlet in Pittsburgh, is back at the station following a trip to New York on network business and for talks with DuMont officials.

MARY C. WILSON, commentator on "Meet Mary" program heard Monday through Friday on WTTM, Trenton, N. J., has arrived in Europe, where she'll spend two weeks touring Norway, Sweden, Denmark, Finland and Iceland.

E. Z. WALTERS, comptroller for Altec Service, has arrived in town from Hollywood on a short business trip.

H. R. BAUKHAGE, American network commentator, will leave Dec. 12 on a two-week vacation. Albert Warner, ABC's Washington correspondent, will substitute for him during the first week. Baukhage will return December 26.

ABC To Cover NAM Industries Meet In N. Y.

(Continued from Page 1)

NAM and will have as its theme "New Strength for America." Paul Hoffman, head of ECA, will speak at the opening session on Wednesday and his speech will be broadcast over ABC from 1:45 to 2 p.m., EST.

A talk by Emil Schram, New York Stock Exchange president, will be broadcast at the Thursday session from 4:15 to 4:30 p.m., EST.

The newly elected president of the NAM will be on the third ABC program from 4:15 to 4:30 p.m., EST, on Friday.

Naumburg Winners On Telephone Hour

Guests on the Telephone Hour on December 12 over NBC will be Lorne Munroe, cellist and winner of the 1949 Walter W. Naumburg Musical Foundation Award, and Carroll Glenn, violinist and former Naumberg winner.

Munroe is the only single winner of the award since 1938 when Miss Glenn took the solo honors. The contest is open to persons between the ages of 16 and 30 in the Western Hemisphere. The winner is given a recital in New York's Town Hall as a prize.

The Telephone orchestra conducted by Donald Voorhees will assist Munroe and Miss Glenn. They will join together in the major work of the evening, the "Finale" of Brahms' "Double Concerto in A Minor."

Goldman Heads Agency

Albany—Jack Goldman has been elected president and Ralph Kanna, vice-president, of the Goldman-Walter Advertising Agency, Inc. The board of directors also announced the change of the firm name to Goldman, Walter & Kanna. Goldman has been vice-president of the agency for several years. Kanna joined the firm as a director last September. He formerly was vice-president of the Julian Gross Advertising Agency and manager of WONS, Hartford.

'Radio Theater' Continues To Lead Nielsen Ratings

(Continued from Page 1)

lease covering the period October 23-29. Benny won third place with 21.5.

Other shows in the "Top Twenty" are: "My Friend Irma," 19.1; "Charlie McCarthy," 17.4; "Mr. Keen," 17.1; "Inner Sanctum," 16.7; "Amos 'n' Andy," 16.4; "Mystery Theater," 15.9; "Dr. Christian," 15.7; Bob Hope, 15.5; "Crime Photographer," 15.2; "Mr. & Mrs. North," 14.9; "Suspense," 14.9; "FBI In Peace and War," 14.9; "Truth and Consequences," 14.9; "Fibber McGee and Molly," 14.8; "Mr. Chameleon," 14.2; Theater Guild On the Air," 14.2; and "This Is Your FBI," 13.9.

This rating marked the first time Theater Guild placed in the top twenty. It was previously in position 36.

Int'l Harvester Buys Time On WMCA For New Prod.

(Continued from Page 1)

with Dynamic Electronics, will offer a chest of silver valued at more than $100 with every radio sale of their $189 refrigerator. A phone call to the station will bring a Dynamic salesman for a home visit.

International Harvester will use 14 half-hour musical programs each week exclusively over WMCA.

Oil Co. Buys Newscast On Alaskan Stations

(Continued from Page 1)

advertiser to sign with the six-station ABS network in recent weeks. The System is represented by the Pan American Broadcasting Co. of New York.

"Housing" Talks On WFDR

The talks of U. S. Solicitor General Philip B. Perlman and Stanley Isaacs, minority leader of the City Council, before the Conference on Housing at the Hotel Martinique today will be broadcast over WFDR at 9:30 p.m. Talks will be taped at the luncheon session and aired the same evening exclusively on WFDR.



Watch the birdie!

Most cats would make a quick meal off an injured bird. But this cat seems to sympathize with the little bluejay that broke its legs.

We sympathize with advertisers who have a tough sales problem in the highly competitive market of Baltimore. And we've got the solution for them, too.

You just put your advertising message on W-I-T-H, the BIG independent with the BIG audience. W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town.

That means you can accomplish BIG results from SMALL appropriations on W-I-T-H. So if you want low-cost results in Baltimore, call in your Headley-Reed man today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

New Hooper System Described To Press

(Continued from Page 1)

have invalidated previous efforts in this direction, he said.

Hooper told the press gathering that at this time "Sales Impact Ratings" are available only for network radio programs (a) of average size or above in national audiences, (b) sponsored by products of established consumer brands and of frequent purchase, (c) for which matched samples can be drawn. However, the same method can be applied to TV network programs, local radio, as well as local TV programs.

"Sales Impact Ratings," Hooper said, have already been applied to 80 network programs, with actual completed reports on selected programs already having been prepared.

According to the researcher, "the key which unlocked this treasure was a method of supplying information for two elements on all network programs on a truly 'national' cross-section basis: (1) The fact of listening or non-listening in an individual home, and (2) The fact of currently using or not using the advertised product in that same home."

Hooper concluded his explanation by saying that a rate for his new "Sales Impact Ratings" was currently being worked out by his organization and would be made available to all subscribers within the near future.

It was recalled that several years ago the A. C. Nielsen Co. had worked on a system for measuring the results of listeners' habits with respect to their purchase of products sponsored on network programs. However, the Nielsen system failed to gain sufficient support to warrant its being put to actual use.

KIT, Yakima, Joins NBC

KIT, Yakima, Wash., will become the 72nd affiliate of NBC on Jan. 1, 1950, it was announced yesterday by Easton C. Wooley, director of NBC stations department. Owned by Carl E. Haymond, KIT broadcasts on 5,000 watts during the day and 1,000 watts at night.

Stork News

Taylor Grant, editor-narrator on ABC's "Headline Edition," became a father for the third time last Sunday with the birth of a son, Wayne Terrance at South Nassau (L. I.) Hospital. The Grants also have a daughter, Mary Letitia, age 13; and another son, Taylor Jr., 11.

Listeners Prosecuted

Montreal—A total of 7,573 Canadians have been prosecuted since January 1 for having allegedly failed to take out radio licenses, it has been disclosed in a Government return tabled in the Canadian House of Commons.

Fire Destroys WDMG; Stations Volunteer Aid

(Continued from Page 1)

three studios, the control room, auditorium, music library, and offices of the station. Lee Nance, staff announcer, tried to salvage some equipment, but was thwarted by dense smoke. Neither a sheet of continuity nor a tube was remaining when the fire was brought under control near midnight.

Temporary headquarters were set up at WDMG's transmitter, but little equipment was available and an emergency call was sent out. Ralph Dennis of WGOV, Valdosta, Ga., Jim Hayes of WNER, Live Oak, Florida, and John Bartlett of WKMA, Quitman, Ga. responded.

Broadcasters Volunteer Aid

The station signed on the air at its regular time of 7 a.m. with a 15-minute sponsored newscast. Wires and telephone calls brought offers of assistance from WVOP, Vidalia, Ga., WBBQ, Augusta, Ga., and WFRP, Savannah.

Advertising agencies and transcription services offered help and nearly all commercial commitments were met. Temporary offices for WDMG were set up in the Coffee County Chamber of Commerce in Douglas.

$200,000 Damage Reported

Fire damage is estimated at more than 200-thousand dollars. The station which occupied the second floor of the Radio Centre Building was declared a total loss.

WDMG's chief engineer, Al Woodson and his assistant, Clem Vaughan, worked many extra hours to keep the station going. Other departments were also busy on a full schedule.

Downing Musgrove, president, and Brody Timm, general manager, have announced that building plans for the new station will be decided upon at an early date.

Agency Art Exhibit

The fifth annual exhibit of paintings and drawings by Benton & Bowles, Inc. began yesterday at the agency's offices, 444 Madison Ave. The show will run for two weeks and displays non-commercial work of the agency's art department. Paintings by persons in other departments are also included this year.

No prizes are awarded for the art pieces but the event gives the agency an opportunity to meet with its friends. The show was first started in 1945.

Set Sales Increasing

Montreal—Radios are still selling on the increase in Canada. Producers sold 49,568 sets in August, valued at $3,383,122, compared with 45,752 sets, valued at $3,350,483, in August of last year, the Bureau of Statistics reports.

Sales for the first eight months of the year were 396,559 sets, worth $28,093,312, compared with 271,485 sets valued at $23,459,950 in the same period of 1948.

Cedric Adams Signed For CBS Commentary

(Continued from Page 1)

a "cozy chatter and philosphical commentary, starting Jan. 3. Adams will be heard five-times-a-week from 3:55 to 4:00 p.m.

Adams is currently heard for a total of 16 hours a week over WCCO, Minneapolis and also does a daily column for the *Minneapolis Star*. Agency is Leo Burnett, Inc., Chicago.

Book Publisher Buys Sat. Half-Hour On ABC

(Continued from Page 1)

lowing a special test on WJZ in the same time periods last week. Test program also featured Fray. Huber Hoge & Son, New York, is the agency.

New WLIB Series

Betty Granger, former woman's editor for Our World magazine, will start a series of programs on December 5 over WLIB from 9:00 to 9:30 a.m. Miss Granger will feature material on the Monday through Friday programs on shopping news, child care, community activities, and news as they affect Negro women. She will interview guests on various topics from time to time.

NAB Election Forms For Directors Mailed

(Continued from Page 1)

will alter the date of determination of membership dues by the board of directors, matching a recent change in the fiscal year.

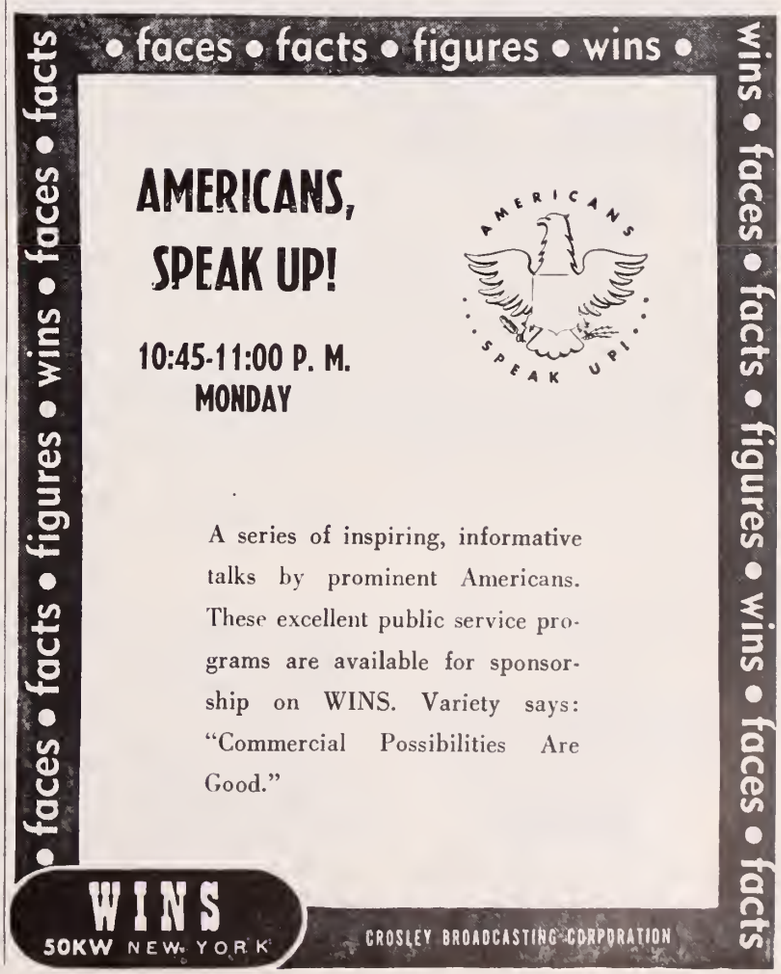
The NAB's fiscal year formerly was the same as the calendar year, but has been changed to run from April 1 to March 31.

The amendment alters the dues provision of the by-laws to read:

"The board of directors shall determine the dues applicable to each of the classifications set forth in Section 2 above and to such special or hardship classifications as it may have established pursuant to the provisions of Section 1. Dues shall be paid in advance annually, semi-annually, quarterly or monthly."

The "special or hardship classifications" portion of the amended section refers to provisions adopted by the board last July, and approved in a membership referendum, under which television stations affiliated with rural stations already members of the NAB for $10 a month. Television stations not so affiliated pay $1,500 a year in dues.

The by-laws amendment was adopted in the mail voting with only 17 votes opposed.



Bryson Steps Down, Mickelson In, At CBS

(Continued from Page 1)

CBS Counselor of Public Affairs, asked to be relieved of his administrative and counseling duties to devote more attention to broadcasting, writing, and teaching. He will continue at CBS as a broadcaster.



BRYSON

Mickelson has been with WCCO since 1943. He was a newspaperman, publicity director and journalism school teacher prior to entering radio at WCCO. He has just finished a term as president of the National Association of Radio News Directors.

In announcing Dr. Bryson's resignation, Taylor said, "We are happy that Dr. Bryson will continue in association with CBS as a broadcaster."



MICKELSON

Hollywood's New

COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
- Rates from $6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOllywood 9-2701



Man About Manhattan. . . !

● ● ● FRIDAYDREAMING: "The Railroad Hour" is heard on NBC but the progressive New York Central carries car cards on Brewster division commuter trains advertising the show as an ABC attraction. . . . Wendy Barrie's new AEC contract for both AM and TV can gross her $150,000 when sold out. A female Godfrey in the making. . . . When the "Dr. Christian" show comes east after the first of the year, it'll take a test fling at TV with John Wilkinson, of McCann-Erickson, directing. . . . Herb Sanford, former N. W. Ayer producer and veepee in H'wood, joining CBS-TV here in N. Y. . . . Continental Baking Co. planning an hour radio show on CBS plugging importance to economy of small business. . . . Mickey Rooney set for "Suspense" on the 8th, and then comes on to N. Y. for "Cavalcade of America" on the 13th. . . . American Medical Ass'n planning a nationwide ad campaign in '50 to back its fight against socialized medicine. . . . Roger Kay planning an hour-long video series for Paul Lukas tagged "The Cheater." . . . The Bill Snapers (Eleanor Kilgallen) have named her Susan Dorothy. . . . At Lindy's, Jack Gilford's companion was wondering why a waiter was acting so polite to them. "Why shouldn't he be polite to us?" explained Gilford. "This isn't his table."

☆ ☆ ☆ ☆

● ● ● Making her mark in radio and TV circles through sheer ability and talent (and not via her famous name) is Jacqueline Billingsley, lovely blue-eyed blonde daughter of the Stork Club prop. Jackie has been heard on most of the top soapers such as "Stella Dallas," "Perry Mason," "Front Page Farrell," etc. Look for her to be one of TV's brighter ingenues.

☆ ☆ ☆ ☆

● ● ● TIM MARKSMANSHIP: TV producers live in a clock-eyed world. . . . The most marked advance in the 1950 TV shows will be on the price tags. . . . The AM policy toward TV is more-or-less of an endowment policy. . . . Those evening gowns worn on TV are the revelation type—low and behold. . . . Fight clubs are asking bigger TV percentages hoping to make money hand over fist. . . . Never scold your child for copying from another kid's paper during school exams. He may grow up to be a successful TV producer.

☆ ☆ ☆ ☆

● ● ● MAIN STREET TREATS: Herb Shriner's five-minute nitely session for Philip Morris. . . . Peter Donald's kiddie record album, "Chummy." . . . "Party Games," a boon for harassed party-givers edited by Maggi McNellis and Hubie Boscowitz. . . . The Mariners Quartet on the Godfrey TV'er. . . . Ed Farley's music-making at the Meadowbrook. . . . Hank Sylvern's high-grade musical arrangements and batoning on "This is Show Business." . . . Danny Scholl's rollicking in "Texas, Li'l Darlin'."

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Menasha Skulnik, the great comedian of the Yiddish theater, in anticipation of his own TV series, will make a guest shot on "This Is Show Business" Sunday. . . . Also on the show will be John Cameron Swayze, one of the better TV news commentators. . . . Eugenie Baird introducing a new tune, "New York Blues," on the Paul Whiteman revue Sunday. Lyrics of the tune were penned by Herb Rikles, editor of TeleVision Guide. . . . Leo De Lyon gets his big H'wood cabaret break on the 13th when he opens at the Mocambo. . . . Recommended Reading: Carol Hughes' article in the current Coronet tagged "What's the Secret of King Arthur Godfrey?" . . . Larry Markes set as one of the comedy writers for the Kay Kyser TV'er. . . . Winnie Garrett sums up radio gagwriters this way: He whose laughs last lifts best.

☆ ☆ ☆ ☆

Radio's Future Okay, Broadcaster Reports

(Continued from Page 1)

up all kinds of highs in advertiser billings. In the case of Trenton, which is on the fringe of TV reception from both New York and Philadelphia, WTTM national spot business is up over 50 per cent and local business well ahead of the same period last year, he said, and added:

"Sure, TV is going to grow, but I predict that its growth will be more at the expense of other media than of radio. In the vast field of daytime radio, for example, TV won't make any real dent until the vacuum cleaner manufacturers figure out a way to hook up a 60-inch screen to the handle of the cleaner, from which no housewife can take time out during her busy day to look at TV for very long without courting divorce.

"Grave Misconception"

"There is a grave misconception about the TV-AM relationship. Too many people, including those in the broadcasting business, think of TV as radio with pictures. Actually the two media are entirely different in concept and execution. Radio has one element that can never be supplied by TV—an all-encompassing intimacy. Radio is infinitely more personal than TV. It requires the listener to draw on his own imagination to envison the dramatic scene, the comedy sketch, the news commentator recreating a graphic story. Radio serves as an accompaniment to almost every phase of human life, not to mention away-from-home activity, such as driving, picnicing, etc., which are beyond the scope of TV's potential influence. It is all-pervasive, pleasantly inescapable.

"TV, on the other hand, demands your undivided attention. It pulls your concentrated interests right into the picture tube and demands that you hold it there until you or your oculist cry uncle."

Broadcasting is due for a wholesale readjustment as a result of TV growth, predicted Mark, with the end result that both radio and TV will be firmly entrenched as the two most potent forces for human persuasion in the history of mankind.

Dairy Firm Contracts For Tex And Jinx Seg

Frederick Lowenfels & Son have purchased a part of the Tex and Jinx program over WNBC to advertise their Hotel Bar Butter, John C. Warren, sales manager of the station announced yesterday. The contract is for 13 weeks and covers the 9:00 to 9:15 portion of the show on Wednesdays and Fridays. The first broadcast under the new sponsors is today. The advertising was placed by the Al Paul Lefton Agency.

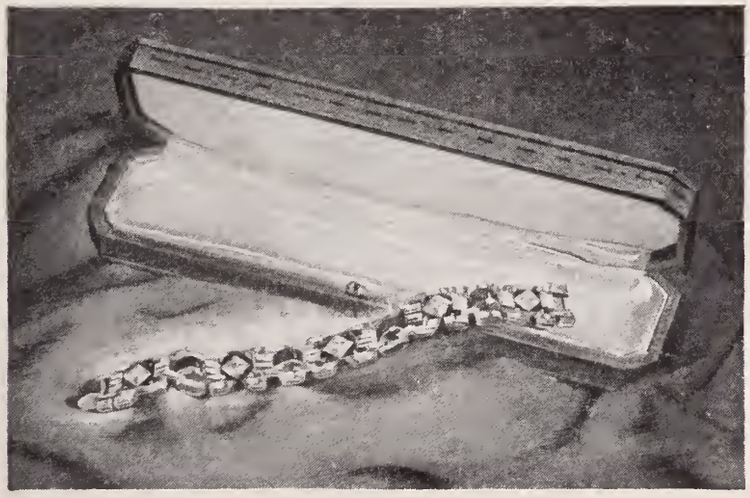
What other Christmas present can you name that...



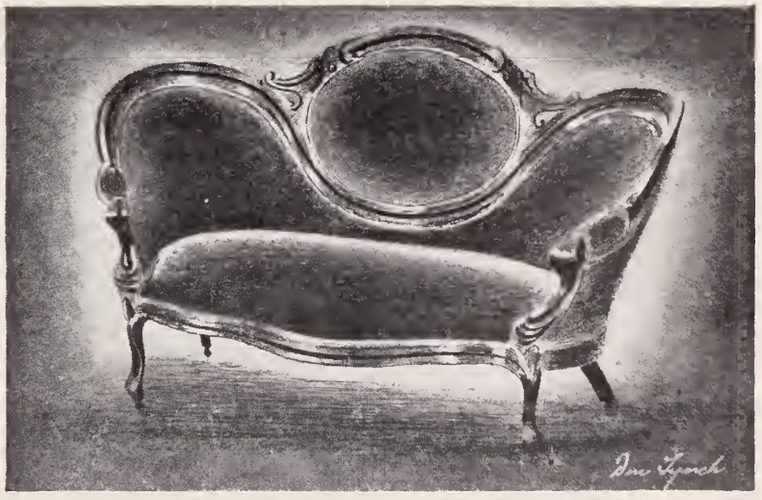
. . . you wouldn't want to exchange



. . . comes in so handy on rainy days



. . . never wears out



. . . keeps increasing in value

. . . is so quick and easy to buy
. . . pleases everyone on your list
AND . . . gives itself all over again
(with interest) ten years later?

U.S. Savings Bonds

Automatic Saving is Sure Saving

THIS SPACE CONTRIBUTED BY RADIO DAILY

AGENCIES

MARTIN J. MURPHY has become a senior time buyer with Young & Rubicam, Inc. He was formerly with Pedlar & Ryan and Ruthrauff and Ryan.

C. H. KIBBEE has been appointed assistant treasurer and secretary of Philip Morris & Co. Kibbee has been assistant treasurer of the American Airlines for the last four years. He will assist the company's chief financial officer, L. G. Hanson.

KANNENGIESSER & CO. has chosen Paris & Peart to promote Kanana banana flakes, a new syrup product, effective Jan. 1.

CIBA COMPANY, INC., chemical producers, has named Briggs & Varley, Inc. Joseph Boland, Jr. is the account executive.

Bojangles Tribute Set

WMCA will run a tribute to Bill "Bojangles" Robinson this Sunday, December 4, from 4:30 to 5:00 p.m. Ed Sullivan will narrate the show which includes sequences from Robinson's life and tributes paid to him by Mayor O'Dwyer and Rev. Adam Clayton Powell. Bubbles, of the team of Buck and Bubbles, will portray Robinson in the dramatization.

Send Birthday Greetings To—

December 2
Earl Glade, Dorothy Andrews, Bernice Judis, Bill Perry, Homer Smith, Peter C. Goldmark, Ed Burns, Bob Convey, Linda Ellen Kessler

December 3
Connie Boswell, Rosaline Greene, Kathleen Stewart, Charlie Pittman, Charles F. McCarthy

December 4
Charlie Basch, Helen Baylis, Ann Morath, Isabel Randolph, Larry Rothman, Bill Slater, Charles G. Burke

December 5
Archer Gibson, Lyn Murray, Ned Tufts, Jean Sothern

December 6
Ira Gershwin, Jeannette Land, Agnes Moorehead, John Ravencrof, Gertrude Gordon Sachs, Ernest E. Stern, J. L. Van Volkenburg

December 7
Bob Brown, Viola Philo, Arch Oboler, Al Schenkeim, James Joseph McCann

December 8
John Babb, Mary Patton, Frankie Basch, Lionel Colton, Howard Meighan

'Freedom With Responsibility' Stressed By Coy At Amherst

(Continued from Page 1)

with AM stations. In an address at Amherst College he said "It is entirely possible that the conditions in FM and television are sufficiently different from those in AM that other or additional regulations are needed to protect against monopoly."

Coy spoke on the general subject of the First Amendment, and freedom of radio. He reviewed recent Commission history with regard to the network problem, the "Mayflower" decision, newspaper ownership of radio stations, giveaway programs, the rights of labor unions to time on the air, and the blue book.

"It Is Human Nature"

"It is human nature," Coy said, "to want freedom without responsibility." He stressed the importance of assumption of responsibility by broadcasters, and explained that the "Blue Book" represented the Commission's notice that it would expect broadcasters to exercise their responsibility for the public interest.

The FCC leader added that "for these efforts to expand the public interest concept for the benefit of 150 million American people as opposed to the unbridled freedom of expression for broadcasters, the Commission was widely applauded by many elements in our society which had been gravely concerned with the increasing degradation of service. The president of the National Association of Broadcasters, however, promptly branded the Commissioners as violators of the First Amendment, stooges for the communists' 'obfuscators,' 'intellectual smart-alecks,' 'professional appeasers,' 'guileful men,' 'astigmatic perverters of society.'

"The Commission has somehow managed to survive these characterizations."

Likes Pennsylvania Decision

Coy hailed the recent Pennsylvania decision holding that TV programs are not censorable by a state body before broadcast as a "clear and unmistakable" interpretation of the Communications Act as written. The issue here is similar, he said, to the issue involved in attempts by broadcasters to censor political speeches, and added: "The Act says there shall be no censorship; the Commission says there shall be no censorship; Judge Kirkpatrick (in Pennsylvania) says there shall be no censorship."

Coy had praise for broadcasters for their able handling of the difficult problems arising over the allocation of time for political broadcasts. He said he thinks the industry has made its best record in this field, as it seeks to practice the equal treatment principle.

"In the heated presidential campaign of 1948 the complaints reaching the FCC numbered less than six," he said. "And so far as I know all of them were adjusted during the progress of the campaign.

"You must bear in mind that not only did the older political parties get equal time for their candidates, but the new political parties—the parties of Governor Thurmond of South Carolina and Henry Wallace of New York—likewise received equal treatment with the older political parties. Minority parties do not have to establish themselves before they have access to American radio."

He pointed to the difference in operation between many violently partisan newspapers and the radio stations they own. This difference, he said, "is not due to any self-restraint inherent in the operation of a radio station, but rather can be attributed almost entirely to the legislative mandate that radio stations must treat all political parties fairly.'

Clarifies "Restrictions"

Coy said he "would of course be the first to agree that some of the Commission's actions restrict the licensee's freedom. They restrict his freedom to be unfair. They restrict his freedom to use his publicly-owned frequency for his own whims, or caprices. They abridge his freedom to use a scarce frequency that belongs to all the people to dole out time to his pets or to use it for himself and his own interests and to withhold it from those groups with whom he happens to differ. They abridge his freedom to dodge his responsibility to operate his station as an open forum for all the conflicting interests of the community instead of as a private chattel to do with as he will. They abridge his freedom to evade his responsibilities as a trustee.

"For my part, I conceive it my duty to make every effort to curtail the freedom of radio station licensees to be unfair or to use their licenses solely for their own private benefit rather than for the public interest."

Coy declared, however, that "despite deviations and derelictions such as I have discussed, the total performance of American broadcasting has resulted in the presentation of a breadth and diversification of opposing viewpoints that has established it as a people's forum of high utility to the functioning of our Democracy."

Wants Vigilance Against Abuse

Turning to the problem of restrictions on freedom by Government, Coy said eternal vigilance is essential to guard against abuse of power by Government. But he added that it is not safe "to rely on the broadcasting industry alone to resist any tendency to undue control of access to radio facilities. In this industry, as in other enterprises, there always will be those who are willing to sacrifice principle for private advantage.

"Further, the industry cannot be counted on to discipline itself or to see to it that its members do not impose arbitrary restrictions on free access to radio facilities. Only the Government can prevent such arbitrary restrictions. But it must have the aid of an enlightened public on this score. For the private pressure groups that exist are rarely interested in seeing that all sides are fairly treated—they are anxious to see that their own point of view is presented to the public. Thus, an organized and informed public is doubly necessary for a truly free radio—to make sure that the Government shows no tendency to utilize its licensing power as a means of controlling radio and to aid the Government in its efforts to remove any arbitrary restrictions on the free use of radio that may be advanced by the industry or pressure groups."

COAST-TO-COAST

Labor Reports Aired

Detroit, Mich.—WDET airs summaries on the World Labor Conferences now being held in London to organize a new, free non-communist world labor organization. The reports on the meetings are aired Tuesday through Saturday, at 6:25 pm.. by Harold Hutchinson, labor editor of the "London Daily Mirror." The weekly resumes of the conference proceedings, also done in London, are also being broadcast on Sundays at 5 p.m., and are handled in the British capital by BBC's Labor Specialist, George Darling.

KBON Signs Members

Omaha, Neb.—Beverly Bush has joined the KBON staff in the publicity and promotion department, and Eric Ross has joined the sales department.

"Over-Sixty Club" Parties

Stamford, Conn.—Monthly birthday parties of the "Over-Sixty Club" are being scheduled by WSTC and WSTC-FM. The Stamford Home for the Aged sponsors the organization membership which is limited to all residents who are 60 or over. Birthday celebrants are special guests during each program. The club was designed to provide social contact for lonesome older people.

KFH Lad With Heidt

Wichita, Kan. — Larry Patterson, 21-year-old vocalist on the half-hour "Five O'Clock Date" heard over KFH and KFH-FM, five days a week, will appear with the Horace Heidt Christmas Night Show broadcasting from New York City. Larry appeared on the talent show several weeks ago in Memphis, Tenn., after tieing for first place in the local contest, and was paid tribute by Heidt, who booked him for the Christmas night broadcast.

TELEVISION DAILY

Section of RADIO DAILY, Friday, December 2, 1949 — TELEVISION DAILY is fully protected by register and copyright

PUBLIC SEEKING 'TV-TEST' SETS

TELE TOPICS

ENCOURAGED BY favorable press reception of the new Paul Whiteman show and mentions of the production advantages of its huge 66th Street studio, ABC is planning to make fuller use of the converted stable when the 1950 budget goes into effect. Several new shows are in the works as well as revamped formats for some present airers which will be changed to make use of the facilities. The web has spent piles of dough on studio facilities—witness the 66th St. installation and the old Vitagraph lot in Hollywood, which dwarfs the N. Y. building—in the belief that they will pay off in the long run. This has been recognized in the trade for some time now, and yesterday it was spread to the general press by John Crosby in his syndicated column. Speaking of the ABC studio he said: "It is one of the few spots in central Manhattan with enough ceiling height and floor space to give the electricians and cameramen a little elbow room. The Whiteman show is evidence that ABC's heavy investment on 66th Street may eventually pay dividends." . . . ABC received a backhanded compliment in this respect last spring when an agency, about to debut a major variety show on another web, asked ABC if they could originate the stanza at the ABC plant. The web's answer was, of course, "Sure, if you place the show on ABC." Contract had already been signed with the other net, however, and the program went on from a theater.

●

MILTON BERLE will make his first appearance on CBS tonite when he takes part in an hour-long variety show originating at a new Winston Television Store in Flatbush, 11 p.m. Pickup will be bankrolled by the store and will include Henny Youngman, Vincent Lopez, Sam Levenson, Esy Morales and representatives of the major set manufacturers. Production is being handled by Scheck, Dahlman and Black. . . . The terrible fate of a TV producer who revised an author's work is the theme of a drama written by Fred Coe, NBC manager of new program development, to be aired on "Lights Out" Monday nite. Script was adapted for tele by staffer Ethel Frank.

●

LARAINE DAY arrived from the Coast yesterday with Mr. Durocher to make her TV bow opposite Peter Lind Hayes on "Inside U.S.A." next week. . . . Nine Saturday nite Roller Derby remotes from various points in New Jersey will be aired by ABC beginning Jan. 21. . . . John Horstmann, Jr., formerly with WCAU-TV, has moved to WOR-TV as assistant director on sports remotes. . . . New series of Pepsi Cola spots, combining live action with stop motion, has been completed by Larra for the Biow agency.

John Allen TV Head For Lever Brothers

John R. Allen has been named to fill the newly-created post of television manager for Lever Bros., it was announced yesterday by James A. Barnett, vice-president of the company in charge of advertising, who also told of four other appointments to the Lever advertising division, all effective Dec. 5.

Allen will come to Lever from Grant Advertising Agency, New York, where he is vice-president in charge of TV. He will co-ordinate and supervise all Lever video activities.

Howard R. Bloomquist, advertising manager of the Toni Company, Chicago, Illinois, will join Lever as advertising manager for a group of Lever brands. Appointed as advertising manager for another group of Lever brands is George B. Smith, who will come to Lever Brothers from his post as package goods account executive with Foote, Cone & Belding, New York.

Named as assistant advertising manager for a group of Lever brands is Paul Laidley, Jr., now with the Fred Gardner Agency.

George T. Duram, now media director, New York office, of Dancer-Fitzgerald-Sample, Inc., has been appointed media director for the Lever organization.

Circulation Boost

Hearst Radio chief Tom Brocks yesterday predicted that Baltimore, now boasting 100,000 receivers, will have 150,000 by spring and 200,000 by next fall-winter. He attributed part of the credit for the boost to manager Harold Burke's 60-hours-a-week program sked on WBAL-TV. Brooks said that overall output next year will reach 4,000,000 sets, all of which will be channelled into existing markets.

"Crusade" Films Sold By Two ABC Outlets

The Detroit Edison Company has signed with WXYZ-TV as sponsor of the entire 26-week series of Dwight D. Eisenhower's "Crusade In Europe" starting in early January, it was announced yesterday by James G. Riddell, general manager of the station. The "Crusade In Europe" video sale marks the first in a series of sales of the co-operatively sponsored program, according to ABC.

The films will be sponsored by Stromberg-Carlson over WHAM-TV, ABC's Rochester, N. Y. TV affiliate starting during the second week in January. The WHAM-TV account was placed directly.

Industry Leaders To Attend Second Chicago TV Confab

Chicago—The second annual Television Conference sponsored by the Chicago Television Council to be held March 6-8 is expected to draw top executives from all over the country, according to George Harvey, WGN-TV sales manager, president of the local TV council group. Harvey said that FCC Chairman Wayne Coy, Allan B. Du Mont, Senator Edwin C. Johnson and other nationally known figures have been invited to attend.

Short cuts to video progress with case histories, practical tips on management, production and engineering will be the aim of this year's meeting, Harvey said.

He pointed out eleven panel discussions have already been scheduled and plans are for three luncheons, each being addressed by a figure of national prominence. Kay Kennelly, Olian Advertising, Chicago, is in charge of reservations. "Red" Quinlan, WBKB, has been appointed publicity director for the conference.

Harvey said:

"We expect to have the same earnest group of executives who were present last year as well as scores of new managers, account executives, program directors, independent producers and TV engineers who are all now getting their baptism of fire in this business."

He added: "It was vastly stimulating last year to see so many executives share their television experience with others. We expect to achieve the same forward spirit this year. No words will be wasted. Abstract speeches and blue-sky talk will have no part in our 1950 conference. We want to learn how 'John' does it and 'John,' in turn, can add to his own fund of experience by attending the 1950 conference."

Would Aid FCC In "Field-Judging" Polychrome

Washington Bureau of RADIO DAILY

Washington—The FCC has had a raft of requests from the general public for placements of color sets during the field testing the Commission has asked. Indicative of high public interest, hundreds of people have sought, on the basis of reports in the general press, to have demonstrator sets installed in their homes.

Actually, there are probably not more than a dozen sets which could be installed at this time. A mere handful of sets have been readied both by CBS and RCA, with no definite indication on the sets prepared by Color Television, Inc.

Arco Electronics has applauded the Commission's decision to have the public participate in field testing, and has spoken of making available kits containing the components for conversion of present home sets to color—or for construction of color sets. As yet, however, there is no indication that such kits can be readied in the near future.

Fifth Annual TV Institute Expected To Draw 1,000

About 1,000 industry registrants from all parts of the country are expected to attend the fifth annual Television Institute and trade show to be held at the Hotel New Yorker, Feb. 6-8, according to Irwin A. Shane, general chairman of the event and publisher of Televiser, which sponsors the meet.

An additional 50,000 persons are expected to visit the two floors of receiver and equipment displays open to the public, Shane said.

The Institute will be combined with the annual Television Film Conference, which is expected to draw some 500 representatives of producers, distributors and film directors of stations and agencies. The film sessions will be held Feb. 8.

Panel speakers at the Institute will include representatives of the FCC, stations, networks, agencies, advertisers, producers, manufacturers, researchers and engineering and education groups.

Makes Bid For Plant

Chicago—A bid of $1,250,000 has been made for the plant of the bankrupt Majestic Radio and Television Corp. in Elgin, Illinois. A Chicago attorney, Joseph Schwartz, made the offer, but refused to say whom he was representing.

AM ~ TV ~ **EQUIPMENT** ~ FM ~ FAX

Section of RADIO DAILY, Friday, Dec. 2, 1949

Complete AM-FM For Hotels By RCA

Hotel radio and sound distribution systems, radically different from previous equipment of this type, has been announced by the Sound Products Section of the RCA Engineering Products Department.

The complete new line, designed for either revenue or non-revenue operation, employ up to six program channels. Normally four of these channels are tuned to the four radio networks, a fifth channel transmits entertainment from a local station or from the hotel's dining room or cocktail lounge, and the sixth may be tuned to an FM station or used for music service or reproduction of recorded material. The systems also provide a general and emergency announcement medium for use by the hotel management.

The new sound systems consist of basic units which can be combined in building-block style to meet requirements. Some 59 packaged "blocks" may be chosen and used in combination to provide varying facilities for a hotel of any size, old or new.

The varied equipment which comprises the new systems has been tried and tested in the Fort Hayes Hotel at Columbus, Ohio, and has been checked and approved by the National Board of Fire Underwriters, RCA disclosed.

AUTO-CITY'S MOBILE TELE



Leaders of the Radio Farm Director's Association who used the WJR in charge of the mobile studio, and Phil Alampi, WJZ, new seaside the mobile unit. They are (l. to r.): Wallace Kadderly, KGW, retiring president of the RFD; Roy Battles, WLW, newly elected president; Chris Mack, WNAX, new vice-president; Marshall Wells, WJR in charge of the mobile studio, and Phil Alampi, WJZ, new secretary. During the first two days of the 4-H Club Congress, the Goodwill Station's mobile unit accommodated 25 different stations from 14 states.

Skywave Recording Equip. Seen At Canada NARBC

Montreal — Claiming no equivalent to any other type of equipment like it in the world, the latest electronic device for measuring skywave signals from radio broadcasting stations was on view here last week, to delegates to the current North American Regional Broadcasting Conference at the Windsor Hotel. The equipment was designed by W. B. Smith, engineer in charge of the Radio Standards Laboratory of the Federal Department of Transport. Called skywave recording equipment, it is designed to make assignments of new broadcasting stations, and to change other stations in operation without increasing interference.

Aerovox Corp. Acquires Electrical Reactance Co.

All outstanding stock of Electrical Reactance Company has been purchased by Averovox Corporation, New Bedford, Mass., it was announced by W. Myron Owen, Aerovox president. Electrical Reactance, with plants at Franklinville, N. Y., Jessup, Pa., and Myrtle Beach, S. C., will be operated as a wholly-owned subsidiary under the continuing management of Charles E. Krampf as president, who also becomes a director of Aerovox Corporation.

According to Owen, "This acquisition places Aerovox in the unique position of being the only producer of a complete line of fixed capacitors."

PRODUCTION PARADE

Trio Yagi For Fringe Areas

A new Yagi, double folded dipole TV antenna, which the Trio Manufacturing Company, Griggsville, Ill. claims provides improved performance with unusually light weight, has just been announced. The antenna is available for each of the 12 TV channels, although considerable gain is achieved on adjacent channels. The double folded dipole feature permits exact impedance matching to conventional 300 ohm line.

Philco Accessory Products

Three types of biconical tele aerials, for installations requiring outdoor antennas, six handy alignment jigs for simplifying the servicing of Philco tele receivers, and the Philco Model M-20 three-speed record changer and 45 rpm record adapter discs and non-slip driver are among the new products which are now being made available to the public through Philco dealers, according to Jack Cherry, sales manager, Philco accessory division.

Sahloff To Manage G. E. Receiver Div.

Syracuse, N. Y.—Willard H. Sahloff will assume the post of manager of the General Electric Co. receiver division at Electronics Park here the first of the year, according to an announcement made by Dr. W. R. G. Baker, G.E. vice-president and general manager of its electronics department.

Sahloff comes to his new post with G.E. with top merchandising and executive experience, having formerly been merchandise manager and a vice-president for Montgomery Ward & Company and more recently president of the National Enameling & Stamping Company. The G.E. receiver division, which he will manage, engineers and builds a wide variety of radios, radio-phonograph combinations, and TV receivers for the public, and parts for other manufacturers and distributors.

A native of Kingston, N. Y., Sahloff is a graduate of Rutgers University. From 1930 to 1933 he was advertising manager of the Perth Amboy, N. J., Evening News and then became a buyer, specializing in housewares and appliances for L. Bamberger & Company, Newark, N. J. Subsequently he became associated with Montgomery Ward, leaving there to become president of the National Enameling & Stamping Co. at Milwaukee, Wis., in May, 1949, the position he held until his new appointment at G.E.

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The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 42 NEW YORK, MONDAY, DECEMBER 5, 1949 TEN CENTS

RADIO BUSINESS OUTLOOK SURVEYED

FCC High Court Brief Favors Georgia Plea

Washington Bureau of RADIO DAILY

Washington—The FCC filed with the Supreme Court at the weekend an *amicus curiae* brief in support of the State of Georgia's appeal from a Georgia Supreme Court decision directing payment of 15 per cent of the gross of WGST to Southern Broadcasters, Inc. The case arose when SBI, a management group headed by Sam Pickard, former CBS and Federal Radio Commission official, insisted upon collecting ac-

(Continued on Page 6)

Toni, Metropolitan Life Renew CBS Programs

"Give and Take," CBS network audience participation show, has been renewed by the Toni Company, Chicago, and "Eric Sevareid And The News" has been renewed by the Metropolitan Life Insurance Company, it was announced Friday.

"Give and Take" is a half-hour Saturday afternoon CBS feature starring John Reed King as emcee, and "Eric Sevareid And The News" is a five-a-week late afternoon airer. Foote, Cone and Belding is the agency on the Toni account; Young and Rubicam handle Metropolitan Life Insurance Co. advertising.

WJR Declares Dividend Of 20 Cents Per Share

George A. Richards, WJR, Detroit, chairman of the board, announced that the board of directors of WJR have voted a 20 cent per share stock dividend payable December 22 to shareholders of record at the close of business December 15.

Yuletide Spirit

Admission to the annual Christmas Party of the New York Publicity Club will be a toy. All those attending the festivities Dec. 19 at the Madison Hotel will bring gifts to be donated to WOR's fifth annual Children's Christmas Fund which supplies toys and clothes to nearly 9,000 youngsters in 74 hospitals in the Metropolitan area.

WTOP Giveaway

Washington — A new giveaway prize is offered by WTOP, Washington for the annual "flowing egg-nog bowl" party of the Washington Advertising Club, December 20. Manager John S. Hayes has donated "one prime aged-in-the-audience station break, Class A. Time, worth $60 . . . . to any advertiser."

K-F To Sign For First Labor Network Show

Kaiser-Fraser will sign a contract within the next few days sponsoring the first program to use the entire facilities of the Labor Liberal Network, an FM web, comprised of six stations.

The contract calls for the show to be aired on a five-day-a-week basis for fifty-two weeks. No time slot, format or length of running time for the show has as yet been announced.

Kaiser-Fraser Corp., will be spon-

(Continued on Page 8)

WPEN Completes Plans For Scholarship Award

WPEN, in cooperation with Philadelphia's Poor Richard Club, is conducting the Benjamin Franklin Essay Contest for the fourth consecutive year among high school students in the Philly area. Subject of the contest is, "How Would Benjamin Franklin View A United States Of Europe."

Boy and girl submitting best essay

(Continued on Page 2)

Roundup Opinion Indicates Optimism Regarding 1950 Sales Prospects; Spot Business Looks Good

A slight decline in network radio commercial sales, an increase in national spot revenue, increased local radio sales and a heavy increase in TV business are forecast for 1950 as a result of a survey of networks, agencies and allied fields completed on Friday by RADIO DAILY. Based

(Continued on Page 6)

RCA's Two Dividends Total Over 10 Million

The Radio Corporation Of America Friday declared dividends of 50 cents per share on common stock, and 87½ cents a share on first preferred stock, it was announced by David Sarnoff, chairman of the board. The common stock dividend is payable in cash on January 23, and the first preferred stock dividend is payable in cash on January 3, he said.

With these declarations, the total

(Continued on Page 4)

Two Symphony Airers Skedded By Mutual

Mutual will feature, starting in January, 1950, the Oklahoma Symphony Orchestra, conducted by Victor Allesandro, and the Los Angeles Philharmonic Orchestra, conducted by Alfred Wallenstein, in their own

(Continued on Page 2)

"Voice" Requests ET Of CBS Livestock Cover

The State Department has requested a transcription of WBBM's half-hour program, "The International Livestock Show" for rebroadcast over the "Voice Of Amer-

(Continued on Page 2)

CBC Radio-Revenue Tripled In Ten Years

Montreal—CBC's revenue from commercial programs has increased from $773,521 in 1939-40 to $2,217,129 at the end of the last fiscal year, it was disclosed last week in a return tabled in the Canadian House of Commons for John Diefenbaker (P. C.-Lake Centre). The return showed that in the fiscal year ended March 31, 1940, revenue from commercial programs was $773,521;

(Continued on Page 8)

Ellison, Head Of ANA, Joins TV Film Concern

Paul S. Ellison has been named vice-president in charge of sales of Archer Productions, commercial film and television producers, New York, Lars Calonius, president, announced yesterday.

Ellison is a former chairman of

(Continued on Page 2)

New York Water Emergency Draws Aid From All Stations

New York City radio and television stations have joined the campaign to publicize the city's water shortage and the need for conservation. With water supplies reduced to less than one-half of normal because of a dry year, the measures have become urgent.

To remind the public, WNEW has produced a set of four songs to be broadcast throughout the day. The station in the past has used jingles for the UN, fire-prevention, and other public services.

Jingles will also be used by WOR on station breaks. The songs were first run by Bruce Eliot and Dan McCullough on the B&D Club on Saturdays at 4 p.m. In addition, the station is carrying spots on newscasts and other programs. WOR-

(Continued on Page 6)

Doubling

Dimitri Mitropoulos, in a seasonal debut with the New York Philharmonic-Symphony over CBS Dec. 11, will double in brass when he steps down from the conductor's podium to appear as guest piano soloist playing and directing the first American broadcast of Ernest Krenek's "Concerto NO. 3 for Piano and Orchestra.

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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612 N. Michigan Ave.
Phone: SUperior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/8	7	7 3/8	.....
Admiral Corp.	29 5/8	29 1/2	29 5/8	+ 1/8
Am. Tel. & Tel.	147 5/8	147 1/4	147 5/8	+ 3/8
CBS A	25	24 3/4	25	+ 1/4
CBS B	24 5/8	24 1/4	24 1/4	— 1/2
Philco	30	29 1/4	30	+ 7/8
Philco pfd.	84	83 1/2	83 1/2	— 1/2
RCA Common	12 7/8	12 1/2	12 3/4	+ 3/8
Stewart-Warner	12	11 7/8	12 1/8	+ 1/8
Westinghouse	28 1/2	28 1/4	28 1/4	+ 1/8
Westinghouse pfd.	101	101	101	+ 1/4
Zenith Radio	29 7/8	29	29 3/4	+ 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	15 3/4	16 1/4	+ 3/4
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	12	13 1/4

Two Symphony Airers Skedded By Mutual

(Continued from Page 1)

programs, it was announced yesterday.

The coast-to-coast debut of the Oklahoma Symphony has been set for January 11 from 10:30 to 11:00 p.m., and the hour-long presentation of "Symphonies For Youth" by the Los Angeles Philharmonic will resume on Saturday afternoons.

WEAV
PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY McGILLVRA, Nat. Rep.

☆ COMING AND GOING ☆

ROBERTA QUINLAN, vocalist, on Friday left New York by plane for San Francisco, where on Saturday she acted as good-will representative of Mohawk Carpet Mills Company on a KNBC television show. On Sunday she was in Hollywood for a similar appearance on KFI. She'll be back in New York tomorrow.

EDDIE CANTOR is spending a few days in New York. On Thursday of this week the comedian will be honored by Hadassah.

DAVE GARROWAY, emcee and comedian featured on NBC, plans to be in New York the 16th and 17th of this month.

DWIGHT COOKE, of "You and Small Business" on CBS, will be in Washington tomorrow, Wednesday and Thursday. His program will emanate from the Nation's Capital on those days.

RALPH EDWARDS on Saturday was in Providence, R. I., for the broadcast of "Truth or Consequences." On Wednesday of this week he'll be in Washington to air "This Is Your Life" at a meeting of the American Medical Association.

LUCILLE BALL, star of "My Favorite Husband" on the Columbia network, back to Hollywood following a visit of ten days in New York.

WILL O. MURRELL, prominent attorney of Jacksonville, Fla., who is owner of WORZ, Orlando, has returned to the Sunshine State after a few days in Gotham discussing promotional matters.

ERIC SEVAREID, Columbia network commentator, returning from Montevallo, Ala., where yesterday he delivered an address at Alabama State Women's College on the subject, "The World from Washington."

DEAN FITZER, manager of WDAF, Kansas City, Mo., an affiliate of NBC, on Friday was in conference at the network with Burton M. Adams, of station relations.

TONY MARTIN, singer, and his wife, CYD CHARISSE, on Friday left by plane for Hollywood following the close of Tony's engagement at the Roxy Theater and completion of a number of recordings for Victor.

Ellison, Head Of ANA, Joins TV Film Concern

(Continued from Page 1)

the Association of National Advertisers and resigned recently as executive vice-president of Control Systems for Management, New York.

He has also served wth Sylvania Electric Products, Inc., in various positions and was advertising manager of the Brunswick-Balke-Collender Co., Chicago. He is a former director of the Advertising Council, Advertising Research Foundation and the Audit Bureau of Circulations.

"Voice" Requests ET Of CBS Livestock Cover

(Continued from Page 1)

ica." Show, a recapitulation of events at the International Live Stock Exposition, was heard over WBBM and the full CBS web last Saturday. Included were tape-recordings of interviews with exhibitors and guests plus descriptive highlights of major events.

WBBM Farm Director Harry Campbell and News Editor, Julian Bently collaborated with Bev Dean, producer-director in constructing the show.

American Oil Renews

American Oil Company has renewed sponsorship of the "Carnegie Hall" concert series for an additional 13 weeks starting early in January over ABC. Renewal marks two years of sponsorship for the series by American Oil. Agency is Joseph Katz Company of Baltimore.

Stanton To Ride The Goat

Frank Stanton, president of CBS, will be initiated into Alpha Delta Sigma, national honorary marketing fraternity, Friday, Dec. 9 at 6:30 p.m. at the Advertising Club, 23 Park Avenue, N. Y. C. He will be the honor guest at the fraternity meeting.

WPEN Completes Plans For Scholarship Award

(Continued from Page 1)

will each receive a $500 scholarship from WPEN in cooperation with the Charles Morris Price School of Advertising and Journalism. Teachers of the winners will receive U. S. Savings Bonds and runners-up will get memberships in the Franklin Institute. Presentation of awards will be made January 17.

Ted Malone Featured In New ABC Co-op

Ted Malone will present a blend of poetry, tales, and stories on a new Monday through Friday ABC series beginning Monday, December 12 at 11:15 p.m., EST. The quarter-hour program will replace Joe Hasel's sports round-up and will be offered to local sponsors on a co-op basis.

Plans for the program call for Malone to make week-end trips to spots around the world, recording interviews on tape.

Malone is now heard over ABC Monday through Friday at 3:55 p.m., EST, and on a transcribed show Sundays at 10:15 p.m., EST.

Bank Buys Time

The Bank for Savings in the City of New York will sponsor a radio show for the first time in its history, "Top Tune Time," to be heard over WMCA Monday through Friday from 1:15 to 1:30 p.m. The 130-year-old institution is being represented by William Irving Hamilton, Inc. The show will start on January 9, 1950.

Parsons Show Renewed

Louella Parsons, broadcasting for the Andrew Jergens Co., has been renewed over 266 stations of the ABC web effective Jan. 1 for the next fifty-two weeks. Parsons has been sponsored by Jergens in the same time slot since 1945. Robert W. Orr Associates is the agency.



Ever seen a Kudu?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such BIG results from so LITTLE money on W-I-T-H.

So if you're interested in getting low-cost results from radio in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

★ THE WEEK IN RADIO ★

16th Dist. Members Optimistic

By BILL SILAG

SIXTEENTH DIST. NAB (southwest), meeting in convention at Phoenix, found business good and 1950 prospects even better, especially in the national spot field. The group approved NAB decision to keep the BAB within the fold, and heard Maurice B. Mitchell, BAB director, give his famous "Mitch's Pitch" on "Increasing Radio's Share of Advertising Dollars," "National Spot Business," and "How to Turn People into Customers." Justin Miller, NAB prexy, told the more than 100 broadcasters in attendance that radio, and video, were on the verge of prosperous years. He pointed out that "more radios are being sold than ever before" discounting the theory that "video will put radio out of business."

Commissioner Hyde told the FCC that NARBA proceedings are at "the critical stage" and took the NAB to task for the 4th Dist. resolution calling for economic sanctions against Cuban broadcasters. Hyde is chief U.S. delegate to NARBA.

Five stations, WNYC, WOI, WKAR, WNAD, and WHCU, rapped the FCC for failing to take action on a petition, filed a year ago, requesting a ruling to permit greater flexibility of time on the air. . . . CBS led the Neilsen Nov. 1-7 ratings with first seven spots in evening programming, eight of first ten daytime positions and a clean 1-2-3 sweep on Saturday. . . . NBC's "NBC Theater" won the sole award of National Council of Teachers of English. . . . R. W. Fordyce was named general sales manager of Bendix Radio Division . . . and radio was lauded for its promotion of Xmas Seals.

●

Roy Battles, WLW farm director, was elected president of the National Association of Radio Farm Directors at the group's sixth annual convention held at the Stevens in Chicago. Also elected were Phil Alampi, WJZ, vice-president; and Chris Mack, WNAX, secretary-treasurer. Panel discussions occupied a major portion of the 175 member group meeting and citations were awarded to 17 farm directors who had served with that title for more than 10 years. Announcement that the Association 'Handbook' would soon be available, was made.

Twenty-one New England stations formed the New England Broadcasting System, a regional web, and planned to sell the stations as a unit or in part. Kettle-Carter, Boston radio reps made the announcement. . . . Columbia University's "J" School was awarded a facsimile transmission and receiving system to enable students to study in the field of electronic communications.

Bill Murphy, GOP publicity chief died on Sunday; NBC vee-pee Wm. Hedges was named radio and TV chairman of the 1950 New York March of Dimes drive; and Henry J. Taylor, ABC news commentator, denied FTC charges of "monopoly" in his Package Advertising Company operations.

The transmitting tower of KHQ, Spokane, Washington, was reported to have been crumpled in two by severe winds in the northwest area over the week-end.

●

Prodded by the entry into the market of the anti-histimine drugs, cold remedy advertisers stepped up their radio advertising, mostly in the national spot field. The anti-histimines are also using considerable amounts of spot advertising.

Week-end listening increased during November in the New York area according to a Pulse survey and program activity was heavy at most of the major webs and leading independents. . . . Capehart-Farnsworth took its first dip into network advertising when it signed to sponsor the one-shot "A Christmas Carol" over Mutual. Mutual also announced plans to broadcast the All-Star football game and WMGM completed arrangements to present New York metropolitan area college basketball games with a variety of sponsors lined up. . . . "Town Meeting of The Air" will be streamlined to a half-hour and "Quick As A Flash" moved over to ABC from MBS.

Morgan Beatty scored a newsbeat for NBC when he broadcast the first on-the-scene description of the Dallas DC-6 airliner tragedy which, incidently, was survived by Dr. Luis de la Rosa, Mexican Association of Broadcasters prexy . . . and announcement that Gertrude Berg would receive a B'nai B'rith award for her ceaseless efforts in promoting interfaith understanding, was made.

●

The FCC approved a second standard broadcasting station for the Virgin Islands and sanctioned the sales of WCHS, Charleston, W. Va., and WDAD, Indiana, Pa. The commission also granted construction permits to Watertown Radio, Inc., Watertown, Wisc. and Pemiscot Broadcasters, Inc., Caruthersville, Mo.

A RADIO DAILY survey revealed that, while record sales are not up to last year's, record buying trends are up over recent weeks. LPs are leading the field in sales and 45 rpm buyers are growing, the survey showed.

The UN Information Division announced plans to honor David Sarnoff, RCA chairman of the board, for his advocacy of "concepts of freedom to listen and freedom to look." . . . Johns-Manville renewed "Bill Henry and the News" over Mutual and that web offered Lanny Ross as a special Xmas season co-op for local sponsors. . . . Trans-World Airlines contracted for radio advertising in eight cities.



He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original "news co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

AGENCIES

N. J. LEIGH, chairman of the board, Einson-Freeman Company, Inc., today will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Printed Salesmanship at Point of Sale." This meeting will be held at the Engineering Societies Building, at 6:15 p.m.

ROBERT M. REUSCHLE has joined McCann-Erickson as manager of radio-television time buying. He was formerly with the Headley-Reed Company, radio station representatives.

AUTOMATIC BURNER CORP., manufacturer of oil burners, has engaged Olian Advertising Company of Chicago as its agency.

CORTLANDT LANGLEY will form his own company to market television programs. He has resigned as assistant to the president and director of subscriber service of BMB.

THE RUBEROID COMPANY, maker of roofing and building materials, has named Fuller & Smith & Ross, Inc. C. J. Dunham is the account executive.

LA PLAYA PRODUCTS, INC., makers of professional hair color blenders, has named Grant Advertising, Inc.

JOHN R. BURR has joined Ward Wheelock Co., Inc., in an executive capacity. He was formerly with Federal Advertising Agency, Inc., and McCann-Erickson, Inc.

LAWRENCE D'ALOISE has joined Doherty, Clifford & Shenfield, Inc. as a copy writer. He was formerly with J. Walter Thompson Co.

KLORES & CARTER, INC., has been named by Hudson Dealers in the New York area to handle advertising in newspapers, local magazines, and television.

TENNESSEE VALLEY CHEMICAL CORP. has appointed Buchanan & Co. for Tev plastic starch and Tev wick deodorizer. Newspapers, magazines and television will be used.

DORIS O'HALLORAN has joined the Federal Advertising Agency, Inc., in the copy department. She was formerly with McCann-Erickson, Inc.

WILL ERECT BUILDING
of Approx. 5000 Sq. Ft.
— Adjoining —
A.B.C. and W.O.R.
Television Center
Suitable Allied Interests
CALL A. N. ROEMER, EN-2-3333
50 West 72nd St., New York



Man About Manhattan. . .

● ● ● **WEEK-END CUFF NOTES: Getting away from radio's old theory that Sat. is the loneliest nite of the week, television is going right ahead building it up into one of the week's strongest. Latest show to be set for that nite is Ed Wynn when it bows in Jan. 7th for its new sponsor, Camel cigarettes. . . . Lux Radio Theater tonite unveils "the prettiest 15-year-old girl in America," in conjunction with its 15th ann'y celebration. . . . TV stations around the country are beefing plenty about the "bloody murder mysteries" on television, especially since many of them are offered while the youngsters are still up and around. . . . Henny Youngman refers to himself now as "star of stage, radio and television mentions." . . . DeWard Jones, former Radio City Music Hall publicist, has been named editor of the Writer's Journal, nat'l monthly devoted to every phase of the writing field. . . . Mannie Greenfield Associates only handled Jo Stafford's publicity on special assignment here in N. Y. Singer is handled nationally by Margaret Ettinger office in H'wood. . . . Recommended reading: Harold Robbins' "The Dream Merchants"—finest novel on H'wood we've yet come across. . . . BMI's basketball team racking up quite a record in the Rockefeller Center Basketball League. . . . Jack Gilford knows a character who's getting into TV on the ground floor. He's a porter in the basement at CBS.**

☆ ☆ ☆ ☆

● ● ● There's quite a human interest yarn behind Carlton E. Morse's trip to Paris and Rome Dec. 22nd as international Santa Claus for the Foster Parent's Plan for War Children. Morse had adopted several of these unfortunates. One of them, a French youngstaer, had written him expressing her thanks but adding that she was more concerned over the fate of millions of other kids far less fortunate. Her note gave Morse the idea for the trip and he's been collecting carloads of gifts on his "I Love A Mystery" series on Mutual to take along with him.

☆ ☆ ☆ ☆

● ● ● **THINKING OUT LOUD: Television will come of age when it begins to understand that the first three minutes of the show are the key to allowing the set's knob to remain status quo. In flesh vaudeville, if you don't like the opening dumb act, that's just tough, brother. You paid your money and don't have your choice. Same goes for theater, films, night clubs, etc. But let's not forget that in TV you can't "wait" to build interest. It has to be there from the opening gun. With seven stations going full blast (except ABC-TV Monday-Tuesday), even the laziest guy in the world will get up to toy with the dials. The very least you can say about Berleo is that it's socko right at the start. It's okay to wait for the "second act" in legit, but drama on television must have punch from the opening scene.**

☆ ☆ ☆ ☆

● ● ● THEY SAID IT: Russ Hodges is one of the two best fight announcers of this generation—the other being Don Dunphy, of course.—Frank Conniff. . . . If you were to ask who is the best-loved man in New York, I'd answer the question without hestitation—Harry Hershfield.—Lee Mortimer. . . . No matter how much women race to buy Christmas presents for men, the race always ends in a tie—Earl Wilson. . . . I get no impression of advancing civilization out of the singing commercial.—Herbert Hoover. . . . Since the tune "Lucky Old Sun" has been banned on all Camel shows, huckster circles insist that in retaliation, camel's hair coats are verboten for Lucky Strike employes.—Dorothy Kilgallen.

☆ ☆ ☆ ☆

NEW BUSINESS

WNBK, Cleveland: Rini Wine Co., Carpenter Advertising Agency; Kurtz Furniture Co., two spots weekly, 13 weeks; Ed Hibschman Agency; Hudson Dealers of Cleveland, participating spots on Bob Reed Show, three a week thru Gerst Advertising Agency; Reddi-Wip Mfg. Co., one spot weekly, 13 weeks, Richard T. Brandt Agency; Laundry Institute of Cleveland (Association of 18 Cleveland laundries) three participating spots weekly on Bob Reed Show, Carr-Liggett Agency; Central Cadillac, 10-min. sports round-up following network football games; Duquesne Brewing Co., one hour weekly wrestling match from Cleveland Arena, thru Walker & Downing Agency; Domestic Sewmachine Co., half-hour wekly participating on "Through the Kitchen Window," 13 weeks, thru Fuller & Smith & Ross Agency; Dishmaster, one-min. announcements thru Clark & Rickert Agency; Pontiac, minutes and spots thru McManus, John & Adams Agency; Tenna-Rotor (Alliance Mfg. Co.); 15 min. "Top Views in Sports" (weekly) thru Foster & Davies Agency; Ford Motor Co., half hour program, "Big Ten Football Games," thru J. Walter Thompson Agency.

WTAM, Cleveland: Duquesne Brewing Co., half-hour variety program, "Welcome Aboard," through Walker & Downing Agency; Werks Soap, 15-min. program, "Meet the Menjous," five times a week, thru Ralph A. Jones Agency; Al Henderson Show, five-minutes across-the-board, Vicks Co., thru Morse International, Inc.; Ford Motor Co., one min.'s and chain breaks, thru J. Walter Thompson; RKO Palace, one min. spots, thru Gregory House Agency; Carr Consolidated & Biscuit Co., spots.

WENR, Chicago: The Atlas Brewing Company for Edelweiss through the Olian Advertising Agency, Chicago, has ordered a one-hour program entitled, "Musical Clipper." The contract was signed for 39 weeks. The program features records. A WENR staff announcer is handling the sixty-minute program to be heard each Saturday night from 12:00 midnight to 1:00 a.m. Swift & Company, ice cream, thru Needham, Louis & Brorby, Chicago, three station breaks weekly for 52 weeks.

RCA Declares Dividend; Total Over 10 Million

(Continued from Page 1)

of dividends to be paid by RCA for 1949 amounts to $3,152,800 on common stock, and $6,928,600 on the preferred, a total of $10,081,400.

Payments will be made to holders of common stock of record at the close of business December 16, and to holders of preferred stock of record at the close of business Dec. 12.



SEE PAGES 209 to 226

FOR A COMPLETE LIST OF

RADIO & TELEVISION STATION REPRESENTATIVES

GIVING ADDRESSES PERSONNEL & OTHER USEFUL INFORMATION

ONE OF 1001 SUBJECTS COVERED IN THE

RADIO ANNUAL & TELEVISION YEAR BOOK for 1949

N. Y. Water Situation Draws Stations' Aid

(Continued from Page 1)

TV is also using station breaks and newscasts for water shortage items.

WJZ will run a special program tomorrow, December 6, from 6:05 to 6:15 p.m., EST in addition to station break announcements. Gordon Fraser will interview people at the Croton reservoir and Julian Anthony will talk to people on the street. The name of the show is "Water—A Special Report." WJZ-TV is making plans for their shows this week.

WNBC and WNBT are using the slogan "Save Water" on station breaks. Water Commissioner Stephen Carney appeared on the Savings Bank Quiz Kids program over WNBC yesterday to make an appeal to New York City children.

Carney also appeared on WPIX on Saturday over the City Hall program. The TV station is running spots on their newscasts to further publicize the shortage.

Other appearances by the Commissioner include a visit with Margaret Arlen over WCBS last Friday. Today, Carney is on the George Putnam show on WABD at noon. WNYC has recorded statements by Carney and is making the spot announcements available to other stations. The station has been sending material on the water shortage to other stations for several weeks.

Real Drive On WCBS

WCBS and WCBS-TV are using station breaks and spots throughout the day in addition to the special feature. WCBS conducted an all-out drive on Saturday and yesterday to push the campaign.

WEVD has selected the slogan "Don't Waste Water" for its station breaks. WMGM is making water conservation appeals around the clock on every available program, as is WINS.

WMCA has recorded a jingle and offered to make it available to other New York stations. The jingle features Ted Steele and will be run throughout the day.

Announcements in Italian, Spanish, German, Polish, Jewish, Russian and English are being made by WHOM. The station has scheduled the spots across the board.

WLIB is running spots over the entire day as is WBNX. WWRL in Woodside, L. I., is using the breaks and various shows to publicize the current shortage. WQXR is plugging the water scarcity, especially on its morning show, in addition to other programs.

WOV says it is making plans for announcements.

The broadcasters have offered to make further time available if the problem becomes more acute.

Correction

The captions appearing under the pictures of Sig Mickelson and Dr. Lyman Bryson carried in a RADIO DAILY story last Friday, December 2, were inadvertently transposed.

Radio Biz Outlook Surveyed; Reflects Optimism For 1950

(Continued from Page 1)

on current business and general economic trends a total expenditure of $676,000,000 in network, national spot sales, local and video advertising is forecast by one network. It is predicted that network sales will probably show a 5 per cent drop for a total of $184 million; national spot sales should hold a level at about $143.5 million, local sales should show a 5 per cent increase and television sales should double the current year for a total of $64 million.

NAB Forecast Increases

The NAB forecast increases in the national spot sales field and in local retail radio advertising in 1949 but said that network gross billings would probably drop under the 1948 figure. NAB's forecast was based on a partial survey return but the broadcaster's group expects to publish firm figures "within the next few weeks."

Actually, the NAB said, national spot sales would show a greater percentage of increase in 1949 over 1948 than '48 showed over 1947. Local retail 1949 sales, NAB continued, would go up "very noticeably" over 1948 and should show roughly the same percentage of increase that was shown in '48 over '47. Networks, however, according to the NAB spokesman, would show decreased sales in 1949 for the first time. Network trend had previously been up over a number of years. NAB as yet has no figures for video time sales.

Spot Outlook Good

Thomas F. Flanagan, managing director of the National Association of Radio Station Representatives, disagrees with the network projection and sees an increase in national spot business for the coming year. He said that he thought the ceiling on national spot sales would be about $120 million in 1950 and pointed out that the 1949 spot sales would reach an estimated $110 million. Flanagan added that the gross spot sales in 1946 amount to $91,600,000 (FCC figures) and that a fourteen and two-fifth per cent increase over 1947 spot sales in 1948 amounted to $104,800,000.

Commenting on 1949 network business, the research department of McCann-Erickson said that network business this year should reach 97.3 per cent of 1948 by the end of the current year. The agency basis the figures on a comparison of the first 10 months of each year.

Times' Offers Comment

The New York Times' advertising news column of Thursday sized up the situation as follows:

"Prospects are now considered good this year for topping 1948's record high total of advertising sources, a check of key sources indicated yesterday. Last year's total is variously estimated between $4 and $4.5 billion. It is believed that the new record high ad spending will continue throughout the year.

"Both local and national volume are expected to show new gains for the year, led by newspapers. Gains in spot radio are expected to offset some losses for networks, with neither seriously affected by strong gains in television. Magazines generally are expected to hold about even."

Local Sales to Rise

It is forecast that local radio sales will reach around $284 million in 1950, a 5 per cent revenue over the 1948 local sales. This upturn is expected to result from intensified local selling on the part of broadcasters and the support NAB membership will receive from the newly created Broadcast Advertising Bureau in promoting new radio advertisers. The sales increase is expected to be most noticable in the department store and home appliance store fields with automotive dealers, oil companies and regional manufacturers adding to the new revenue.

Food Products Leads List

Food and food products are expected to be the largest users of radio time during the coming year. Next in line will be the drug and toilet goods business with cigarettes, cigars and tobacco rating a close third. Automobiles and accessories are also rated high as prospective time buyers and it is believed that the home appliance manufacturers will increase their radio and TV budgets during 1950.

Lever Brothers, General Foods, the Procter & Gamble Company, Gillette Safety Razor, Standard Oil, Sterling Drug, Philco, Westinghouse, R. J. Reynolds Tobacco, American Tobacco Company, Philip Morris, General Motors and Miles Labs are listed among the clients who are expected to continue use of network and spot radio during the new year.

Romulo Talk Aired

An address by Brig. Gen. Carlos P. Romulo, president of the UN General Assembly, will be carried by WQXR exclusively on Friday, December 9 from 9:30 to 10 p.m. from the 54th Congress of American Industry at the Waldorf-Astoria. The three-day Congress is being sponsored by the NAM and will include addresses by Paul Hoffman and Emil Schram.

WFDR Campaigns For Blood

WFDR opened a campaign for blood donors on Saturday, Dec. 3, with a broadcast at 9 p.m. directly from the home of a Brooklyn family whose child is being kept alive with blood transfusions. The program will ask listeners to give the greatest Christmas gift of all, a pint of blood to enable someone to live.

FCC High Court Brief Favors Georgia Plea

(Continued from Page 1)

cording to the terms of its contract even though the FCC ruled that the WGST license would be revoked unless the licensee (Georgia Institute of Technology) assumed the full responsibilities of a licensee.

The case is due for argument this week, probably Thursday, with attorney Max Goldman of the FCC to be heard briefly.

The FCC argument was in line with the argument it outlined when it filed *amicus* earlier this year in urging the high court to declare its jurisdiction in the case. The basic issue is the preservation of the Commission's right to rule in communications matters in the public interest, without having its ruling nullified by state authority. In this case the licensee stands to suffer a crippling penalty if the state court is not reversed.

The Commission declared that since its determination that the management contract was not in the public interest was made under Congressional authority, "these findings were not open to collateral review by any court." In addition, it is pointed out that SBI did not diligently present its case before the Commission when the Commission's decision was still undetermined.

Africa Station Cuts Rates Following Devaluation

Radio Difusora CR 6AA, serving Angola, Belgian Congo and French Equatorial, and parts of British West Africa. Only commercial station in Lobito, Angola—is one of the few stations which has reduced rates because of currency devaluation. The station has been on the air since 1931 serving an area which purchased more than $46,809,000 in the first eight months of 1949 from the United States. Rate reduction amounts to 12.5 per cent, according to Pan American Broadcasting Co., N. Y. CR6AA, broadcasts short wave (1500 watts on 7177 kcs).

Warner For Baukhage

Washington—Albert Warner. ABC Washington correspondent, will substitute for H. R. Baukhage on the 1 p.m. ABC newscast heard Mondays through Fridays during the week beginning December 12. Baukhage will be on vacation from the ABC microphone until December 26. The replacement for the second week of Baukhage's vacation will be announced later.

Unique
JINGLES
That Sell
KISSINGER
PRODUCTIONS
JU 6-5572 1650 B'way, N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Monday, December 5, 1949 — TELEVISION DAILY is fully protected by register and copyright

SAY FCC WILL TALK THEATER-TV

TELE TOPICS

KAY KYSER's Kollege of Musical Knowledge, a radio feature of long standing a couple of years ago, came to NBC-TV last week under the aegis of Ford Dealers of America. All the trappings were present — Kyser, announcer Ben Grauer and ork pilot Carl Hoff wore academic gowns and motar boards (Kyser's is white), with loads of visual gimmicks, some pleasant musical numbers and good production. But the heart of the show was an insult to the inteligence. This was a quiz—or is it kwiz?—that seemed to occupy most of the hour and in which the questions would have been easy for a singularly uninformed seventh-grader. But Kyser could not leave bad enough alone and insisted on putting the answers into the contestants' mouth with atrocious puns and equally unfunny gags, and their milking applause from the audience. . . . The best features of the show were the film commercials and Roy Marshall's explanation of the workings of a Ford motor. Latter, however, should have had more demonstration, perhaps through the use of cutaway models. . . . Written by Bob Quigley and Larry Marks, program is produced and directed by Earl Ebi. Agency is J. Walter Thompson. Regulars, all talented and attractive, include the Honeydreamers, Sue Bennett, Liza Palmer and Michael Douglas.

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WITH CAMELS picking up the tab on the Ed Wynn show and moving it to Saturday, CBS becomes the first web to do a strong programming job that nite despite NBC's heralded participating lineup which has not yet made its appearance and shows no signs of doing so. The Wynn stanza will be backed against the Ken Murray show, giving CBS an hour and a half of high-budget production. Columbia is auditioning several shows for the Thursday, 9 p.m. spot to be vacated by Wynn, with Abe Burrows and Robert Q. Lewis high among the prospects.

•

N. Y. HUDSON dealers will bankroll the Ziv "Easy Aces" film on WABD, beginning Dec. 14, through Klores & Carter. Format shows Goody and Jane Ace at home, offering running comment on programs crossing the screen of their receiver. . . . Hope and Morey Bunin will take their "Lucky Pup" cast to St. Vincent's Hospital tomorrow for a special performance at a children's Christmas party. They'll use the portable stage that served them during their years in vaudeville with the puppets. . . . To the grisly hobbies department add Hugh G. Lynch, CBS color technician, who's been aiming his camera at surgical operations around the country. He collects gallstones which, he says, are pyramid-shaped and beautifully colored.

Interim ASCAP Fees For Video Indies Set

An agreement on the use of ASCAP music on a per-program basis by independent television stations came to an understanding Friday at a meeting between ASCAP and the telecasters committee. By the agreement, indie video stations would make interim payments to ASCAP during the period of negotiations. Such payments would be subject to adjustment when the station signs a per-program or blanket license form.

Mailed to Stations

Both forms have gone out simultaneously to the stations, which will have 30 days after their receipt to make a decision.

The stations will be indemnified by ASCAP during the temporary license period. They will have a choice of several options when it comes to signing the final long-term contract. The temporary licenses are extended for the period of the negotiations. Interim payments are flat monthly fees retroactive to Jan. 1 of this year or to date the station went on the air, whichever is later, and will vary in amount, depending on the income bracket into which the station fits.

WBKB Sells Film Show

Chicago—Red Goose shoe dealers, through Henri, Hurst & McDonald, have signed with WBKB for sponsorship of an hour-long Saturday morning children's film series. Pact runs 13 weeks.

Mullen And Johnston In Fairbanks Reorg.

West Coast Bureau of RADIO DAILY

Hollywood—Frank E. Mullen has been named board chairman, and Russ Johnston, vice-president, of Jerry Fairbanks, Inc., in a reorganization and expansion of the film producing firm announced today. Both Mullen, former exec v-p at NBC and more recently president of the G. A. Richards stations, and Johnston, who resigned Friday as NBC film director, will become "substantial stockholders" in the firm, Fairbanks said.



MULLEN

Fairbanks remains as president and will be in charge of all production activities. Production facilities in New York and Hollywood will be expanded early next year, Fairbanks said. The firm will develop and package film programs and will set up its own distributing and sales agencies.

Shows will be filmed by the firm's recently developed three-camera technique.

ITPA, TPA Plan To Merge Into New Nat'l Organization

Plans for merger of the Independent Television Producers Association, New York, and Television Producers Association, Hollywood, into a new national organization of program packagers were outlined Friday by Irvin Paul Sulds, ITPA prexy, and Mal Boyd, president of TPA. Merger proposal has already been approved by the New York group and will be voted on in the near future by the board of the Coast organization.

Initial joint project is formulation of a national code designed "to bring some semblance of order, of standardization, of ethics into the television producers' daily relations with station, with agency, with client," Boyd and Sulds said. Their joint statement continued:

"This is a code which we will not attempt to 'ram through' networks and agencies. We will discuss the subject matter with various committees of networks and agencies and eventually arrive at a mutually acceptable 'modus operandi'."

Also on the agenda is standardization of all contract forms used by packagers—labor, talent, buyer, etc. James Lawrence Fly and Max Gilford, counsel for ITPA and TPA, respectively, are supervising this project.

To strengthen the organization, a membership drive is planned to sign up all major packagers.

Also planned are a series of seminars on legal problems and a project to aid producers audition shows for network and agency execs.

Reported Ready To Date Hearing Late This Mo.

Washington Bureau of RADIO DAILY

Washington—A hearing on theater television probably will be announced by the FCC late this month, it was learned here last week. Exactly when the hearing can be scheduled still is uncertain, the belief being that it will not actually get under way before next Fall.

It is reliably reported that the report now is in preparation and that it will be presented to the full Commission some time before the Christmas holidays.

The setting of the hearing will mean the passage of the first major hurdle in the way of establishing a national theater TV system utilizing radio frequencies. Recent TOA moves resulting in the filing of petitions by exhibitor groups and individual circuits are believed to have been the decisive factors in leading the FCC to call the hearing. Paramount, 20th-Fox SMPE and MPAA have also petitioned for the rule-making procedure.

New Theater Petitions

Attorney Marcus Cohn filed two more petitions Friday for theater TV service, on behalf of Sam Pinanski's American Theaters Corp. and Morton G. Thalheimer's Neighborhood Theaters, of Richmond, Va. Pinanski, operating in the Boston area, is head of TOA and has been active in experimental theater TV in recent months. His Pilgrim Theater, Boston, was one of the handful which screened the 1949 world series, and it has also been carrying telecasts of football games.

In addition to stressing the cultural advantages to Boston, as a fine arts center, the petition said a theater TV service "will permit the healthy experimentation and introduction of innovations, in the TV field, which the Commission in its so-called Blue Book has so strongly urged.

Sponsor Tenpin Tourney On DuMont By Brunswick

Brunswick-Balke-Collender will sponsor men's and women's finals of the All Star National Individual Match Game Bowling Championships in Chicago over 18 Du Mont stations Dec. 8 and 11. Pickups, to be described by Fred Wolf, mark the first time a major bowling tournament has been seen on network TV. Business was placed through Al Paul Lefton agency.

K-F To Sign For First Labor Network Show

(Continued from Page 1)

soring the program on two stations owned by the United Automobile Workers.

Stations which form the labor net are: The ILGWU stations—WFDR, New York; WVUN, Chattanooga, Tenn.; KFMV, Los Angeles; the UAW stations—WDET, Detroit and WCUD, Cleveland, and the Co-operative Broadcasting Association, WCFM, Washington, D. C.

William H. Weintraub & Co., New York, is the agency handling the account.

Formation of the Labor Liberal Network was due, in large measure, to the efforts of Morris S. Novik, New York public service radio consultant.

National Grange Supports Clear-Channel Principles

The National Grange, at its annual meeting in Sacramento, unanimously adopted a resolution demanding that the FCC "permit no further breakdown in the number of clear channel broadcasting stations and that the FCC grant permission to clear-channel stations to operate at sufficient power to provide adequate service to all rural areas; and that the U.S. State Department resist any attempt by other North American countries to establish stations on frequencies at present assigned to clear channel stations in the United States."

Commenting on the National Grange resolution, Ward L. Quaal director of the Clear Channel Broadcasting Service, said: "Whether on a domestic or international basis, farm organizations in this country have always seen fit to support clear channel radio, on which they rely for most of their farm and market information, weather reports, news and entertainment."

Stewart-Warner Dividend

Chicago—A 25 cent per share cash dividend on the $5 par value common stock was declared by Stewart-Warner Corporation directors on Nov. 22. The dividend is payable on January 7, 1950 to stock of record at the close of business December 16, 1949. Similar dividends were paid January 8, April 9, July 9 and October 8, 1949.

'Michael Shayne' Sponsored

Sponsored by the Egan & Fickett Company, producers of Indian River grapefruit and oranges, "The New Adventures of Michael Shayne," is being heard on WOR, Fridays from 8 to 8:30 p.m.. It started on Nov. 18. Jeff Chandler, motion picture and radio actor, will star in the new series, which is a sequel to the "Michael Shayne, Private Detective" series broadcast last season over WOR.

COAST-TO-COAST

New WMTR Announcer

Morristown, N. J.—Jack Potts, program director of WMTR, announced the addition of Gerry Harris to the station's announcing staff. Harris, a resident of Orange, N. J., is a senior at Seton Hall College majoring in commercial art. He has had extensive announcing experience at the college's station, WSOU-FM.

One Listener Audience

Hartford, Conn.—Richard C. Hottelet, CBS commentator did a personal broadcast for a single listener the other day. Following one of his broadcasts from Washington, a WDRC listener telephoned and wanted to know what Hottelet had said about a certain subject. A few moments later a surprised and happy listener was hearing a tape recording of Hottelet's commentary via telephone.

WFIL Wins Award

Philadelphia, Pa.—For public service programs contributing to farm safety in the Greater Philadelphia area, WFIL has been cited by the National Safety Council, which honored the station with an award this week at a luncheon in Chicago for members of the National Association of Radio Farm Directors. In naming WFIL winner of the award, the Council lauded the station "for the performance of exceptional service to farm safety through special programs in connection with the National Farm Safety Week, day-to-day attention to safety, community safety projects and similar activities."

WMAL Man In Florida

Washington, D. C.—Bryson Rash, special events director of WMAL, and the ABC in Washington, has left for Key West, Fla. He was assigned by ABC to cover the President and his family for their three-weeks' vacation.

ESSO Reporter Celebrates

Hartford, Conn.—Big birthday party, with cake and all the fixings, was held in the studios of WDRC, December 1 to celebrate the 11th anniversary of the "ESSO Reporter" on WDRC. ESSO and WDRC officials participated in the festivities, including the cake, which was fittingly inscribed for the occasion.

Disc Jock Predicts Hits

Boston, Mass.—Howard Malcolm, disc jockey of the noontime WCOP "Record Rack" program, is currently devoting every Friday program exclusively to the performance of new record releases received by him during the previous week, and soliciting phone votes from listeners. Calls are taken while Malcolm is on the air and for another hour after the show.

Announcer Plays Santa

Hartford, Conn.—WONS announcer Crean Patterson has taken many roles during his 13 years in radio, but playing Santa Claus every afternoon at 4:45 marked the first time he put on the red uniform with the white beard.

Rubenstone Promoted

Philadelphia, Pa.—James L. Rubenstone, a member of the WFIL promotion staff since January, 1949, has been appointed director of special events in the WFIL program department, it has been announced by Roger W. Clipp, general manager of The Philadelphia Inquirer stations. In his new capacity, he will schedule and direct programs of on-the-spot news and will arrange interviews with visiting celebrities for studio and remote shows produced by the radio and television.

CBC Radio-Revenue Tripled In Ten Years

(Continued from Page 1)

by the end of the 1944-45 fiscal year the revenue had increased to $1,639,159. In the 1947-48 fiscal year the revenue was $1,842,558 and last year it was $2,217,129.

Another return for Diefenbaker showed that it cost the Government $1,437,524 to operate the CBC's international broadcasting service in the fiscal year ended March 31, 1949.

The estimated cost for the current fiscal year is $1,781,850.

The Government pays all costs of operating the international service, which beams Canadian programs to foreign countries.

WSAL On The Air

WSAL, Logansport, Ind., began broadcasting operations Nov. 21. Station is owned by the Logansport Broadcasting Corp.

"the Hollywood" ..the ultimate in air travel to Los Angeles



"The Hollywood" is for those who demand the very best and will accept nothing less. This famous DC-6 Mainliner 300 flight to Los Angeles leaves New York daily at noon and arrives at 8:30 p. m., stopping only at Chicago en route.

Once aboard, you'll notice the luxury and comfort that have made "the Hollywood" famous, and the courteous, efficient service aloft that only a hand-picked crew can provide. Every detail of the trip is planned for your pleasure, including delicious, full-course United meals.

If you want the ultimate in airline service, fly "the Hollywood"— see for yourself how enjoyable air travel can be!

☆ UNITED AIR LINES

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

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VOL. 49, NO. 43 NEW YORK, TUESDAY, DECEMBER 6, 1949 TEN CENTS

HIGH COURT IS FINAL; STATION-TAX OK

Utilities Group Gets Transit-Radio Plea

Washington Bureau of RADIO DAILY

Washington—The District of Columbia Public Utilities Commission was asked yesterday to dismiss complaints against street-car and bus radio, in a brief filed by the Capital Transit Company. It was charged that hearings this fall had failed to produce evidence that the installations were not in the public interest.

The service is currently installed on over 250 of the company's street

(Continued on Page 8)

Atwater Kent Estate Totals Over 9 Million

West Coast Bureau of RADIO DAILY

Los Angeles—The first accounting of the A. Atwater Kent estate places its value at $9,130,971.11. The executors, George W. Noble and Harold Ashworth, made their report which was approved in Superior Court.

They told the court that more than five-million dollars of the radio pioneer's estate was in cash with the balance mostly in stocks and bonds. Kent, who died last March 4 at the age of 75, included many radio and stage celebrities in his will.

Four AP Veterans Promoted To New Posts

Four veteran newsmen have been promoted by the Associated Press to the rank of Executive Representatives, it was announced yesterday. Al Stine of Kansas City will cover Missouri, Kansas, Texas and Oklahoma in his new position and Tom Cunningham of Boston will be

(Continued on Page 6)

Climax Of Contest

One hundred housewives hailing from all sections of the United States will gather at the Waldorf Astoria Hotel in New York on December 12th for the finals in Pillsbury Mills nationwide radio recipe and baking contest. Finals will be staged in the grand ballroom with Mrs. Eleanor Roosevelt making the awards of $150,000 in prizes.

Outlook Bright

Fort Wayne, Ind.—A five-day sales meeting of The Magnavox Company district sales managers has just been concluded at Fort Wayne, with indicated record sales volume for 1950. Frank Freimann, Magnavox executive vice-president, disclosed the company's marketing plans for the coming year, designed to greatly expand the company's business and that of its franchised dealers.

Lever Bros. Moves Headquarters To N. Y.

Lever Brothers completed one of the largest industrial moves in recent years over last week-end when the company shifted its executive headquarters from Cambridge, Mass. to New York City. Charles Luckman, Lever president, started occupying executive offices at 505 Park Avenue at 9 a.m. yesterday morning and other top executives reported to 30 Varick Street at the same time.

Lever Brothers expect to have

(Continued on Page 8)

Heitin Succeeds Heywood In WNBC-WNBT News

Jay Heitin, formerly program manager of WHYN and WHYN-FM, Holyoke, Mass., has been named news and special events director of WNBC and WNBT, Thomas B. McFadden, manager of the stations, announced yesterday.

After graduation from Harvard

(Continued on Page 3)

Levy Against Arkansas Outlets Stands; Trade Sees Dangerous Precedent; Last-Resort Measures Studied

Washington Bureau of RADIO DAILY

Washington — Industry hopes for early aid by the Supreme Court in licking the dangerous discriminatory Hot Springs, Arkansas, tax against broadcasters were dashed yesterday as the court refused for a second time to hear the case. There is no further appeal. It is feared here that

(Continued on Page 3)

15th District Of NAB Opposes Board Cut

San Francisco — Members of the 15th District NAB meeting here last Thursday and Friday took no action on discontinuance of the national convention but took a definite stand on whether the membership of the NAB board should be cut. The broadcasters adopted a resolution insisting that the present number of districts be maintained. Earlier in the week the 16th District meeting in Phoenix passed a resolution

(Continued on Page 6)

Thomas To Address Next REC Luncheon

Lowell Thomas, Jr. will present films made on his recent trip to Tibet with his father, at a meeting of the Radio Executives Club of New Work this Thursday, December 8. Thomas

(Continued on Page 2)

Special Programs Set On Water Shortage

The water shortage will provide material for special programs over NBC and over station WJZ, New York on Dec. 6 and 10 respectively.

The NBC airer will be narrated

(Continued on Page 3)

Three MBS Renewals Announced Yesterday

U. S. Tobacco Co. has renewed "Martin Kane, Private Eye," and "The Man Next Door" over Mutual for 52 weeks, it was announced yesterday. "Kane" renewal is effective Jan. 8 and "Next Door" renewal is effective Jan. 7. The Kudner Agency represents U.S. Tobacco.

In another announcement, Mutual revealed the renewal by the R. B. Semler Co. of Gabriel Heatter to promote Kremel for an additional 52 weeks. Irwin Wasey is the agency.

Three Arizona Stations Are CBS Replacements

Stations KOOL, Phoenix; KOPO, Tucson; and KCKY, Coolidge, Ariz., will join the CBS network as affiliates, effective January 1, it was

(Continued on Page 3)

FMA Will Merge With NAB; Committee, Purposes Listed

Washington Bureau of RADIO DAILY

Washington—The FMA board of directors cleared the way yesterday for merger with NAB, probably about the end of this month. This will bring to an end the three-year-old separate existence of the FM group, which has been on shaky financial footing for the past year. The merger agreement includes assurance that NAB will establish an FM department to function under an FM executive committee, which will consist of three members of the FMA board of directors and two members of the NAB board. This department will have a full-time director. FMA director Edward L. Sellers has been recommended for this spot.

Members of the newly-formed executive committee include the following from FMA: Josh L.

(Continued on Page 2)

'Schnoz' Claus

Jimmy Durante, "in poisson," will don the red robes and flowing white beard of Santa Claus when he returns to his old New York neighborhood next Saturday to distribute Xmas gifts to more than 200 underprivileged children at the Henry Street Settlement. NBC will air the festivities featuring the veteran comedian at 5 p.m. (EST).

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FINANCIAL

(December 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7⅝	7⅜	7⅜	— ⅛
Admiral Corp.	29⅞	29⅝	29¾	— ⅛
Am. Tel. & Tel.	148	147⅝	148	+ ¼
CBS A	25⅜	25⅛	25¼	
CBS B	25¼	25	25¼	— ⅛
Philco	30½	29⅝	29¾	— 1
RCA Common	12⅞	12⅝	12¾	
RCA 1st pfd.	73	73	73	
Stewart-Warner	12⅜	12⅛	12⅛	— ⅜
Westinghouse	29⅜	29	29⅜	+ ⅜
Westinghouse pfd.	101¼	101¼	101¼	+ ¼
Zenith Radio	30⅜	29⅞	30⅜	+ ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17	16⅝	17	+ ⅜
Nat. Union Radio	2¾	2⅝	2⅝	— ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13¾	14¾
Stromberg-Carlson	12	13¼
U. S. Television	¼	½
WCAO (Baltimore)	17	20
WJR (Detroit)	7¾	8½



FMA Will Merge With NAB; Committee, Purposes Listed

(Continued from Page 1)

Horne, Rocky Mount, N. C., president, WCEC - WFMA; Matthew Bonebrake, Oklahoma City, Okla. general manager, KOCY-FM, and Edward A. Wheeler, Evanston, Ill., president, WEAW-FM. NAB members: Everett L. Dillard, Washington, D. C., president, WASH-FM. and Frank U. Fletcher, Arlington, Va., president, WARL-WARL-FM.

Policies Outlined

Under the merger plan FMA and NAB outlined the following statement of policy regarding the newly-established department:

"It shall be the function and duty of the FM executive committee to advise with the FM director in carrying out the following activities under the direction of the president.

"(A) to gather, assemble and compile all available information for dissemination to NAB-FM member stations on

"(1) FM operation and progress, including, but not limited to, set distribution, in the various markets to be determined by continuing research studies.

"(2) FM listener and measurement studies.

"(3) The status of FM broadcasting stations, including number, power, location and all other pertinent matters.

"(4) Successful sales plans developed and results achieved on FM stations.

"(5) The exchange of programs and promotional ideas developed by FM stations and of particular value to other FM stations.

"(6) Management studies of different types and forms of FM operation.

"(B) To furnish such of the foregoing as may be feasible so that they may be made a part of the permanent records of member stations.

"(C) To render guidance, suggestions and information and provide data to all NAB-FM members on problems and developments of peculiar interests to them.

"(D) To cooperate with all other departments of NAB to the end that where applicable all publications include appropriate reference to FM operation and that all material issued by such departments be made available on an equal basis to FM member stations and further to cooperate in any manner consistent with NAB policy with outside agencies dealing with FM."

C. M. Jansky, Jr., FMA board member and chairman of the merger meeting, described the action as one which will promote the best interests of FM. Said he:

"FMA since its organization, has been purely a promotional activity which has now served its purpose. It is to the best interests of all broadcasters now to get together and consolidate their interests in one organization which will intensify production of FM receivers as well as keep before the public the important aspects of FM broadcasting.

Existence Called Successful

"During its existence, the FMA has been successful in focusing attention on the problems of a growing industry, which we believe at the present time has reached a stage of wholesome maturity.

"The united effort of all broadcasters is all that is needed to make FM service a reality in every community in the United States."

Thomas To Address Next REC Luncheon

(Continued from Page 1)

will give his first-hand impressions of the expedition to the forbidden city of Lhasa.

The execs have also been reminded of the annual Christmas Party for charity. Members of the club have been asked to buy tickets for the affair on December 22. Prizes will be given to those with the lucky numbers in a drawing held on the same date.

COMING and GOING

FRANK B. McLATCHY, sales manager of KSL and KSL-TV, is back at the station following a business trip to Hollywood.

MILTON BERLE, who adorns NBC, tomorrow will leave New York on a vacation of two weeks.

ED YOKUM is in town from Billings, Mont. The general manager of KGHL was welcomed yesterday at the offices of the station's national reps.

JACK MILLS, president of Mills Music, Inc., and MRS. MILLS, returned to New York yesterday aboard the S. S. Ile de France. While aboard they visited London, Paris, Naples, Milan and Rome.

EARL MULLIN, publicity director of the American network, is in Pittsburgh, where today he will address the Radio and Television Club of that city on the subject, "Radio Sales and Service."

GUY VAUGHN, JR., commercial manager of WSPA, Columbia network outlet in Spartanburg, S. C., is spending a few days in New York on station business.

A. N. ARMSTRONG, JR., national commercial manager of WCOP, is in town from Boston for a tete-a-tete with the national representatives of the station.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is back at his desk following an extended trip to his home town of Charleston, S. C.

BILL RAFAEL, writer on "Kate Smith Calls" over ABC, has returned with his wife, RAE, from a two-week vacation in Waukegon, Ill., home of his mother-in-law.

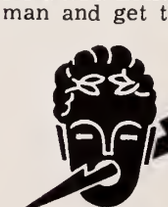
Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do *so much* with *so little* money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

High Court Final Edict OK's Tax-On-Stations

(Continued from Page 1)

yesterday's denial by the high court will serve as the long-awaited signal for imposition by other cities of similar taxes. In Hot Springs, the local government has clamped on a privilege tax of $250 per year on each radio station, with the time salesmen required to buy licenses at $50 per year. It was recalled here yesterday that such taxes were favorably discussed last year at the meeting of the American Municipal Association.

The denial came as a blow to NAB, which had believed the original refusal by the high court to accept the case was the result of failure by the jurists to study the matter sufficiently to perceive the questions involved. The case is seen by NAB as involving the freedom of radio and its status under Congressional supervision as an instrument of interstate commerce.

There was no certainty yesterday what further steps will be taken, but there was discussion of the possibility of re-filing the case in the Federal courts in Arkansas. The complaints of KGHS and KARK were heard in the state courts before being brought to Washington.

Another possibility is that other Hot Springs stations might refuse to pay the levies, thereby precipitating new legal action to collect.

Helpful

A WLIB newscast on Nov. 27, telling of a fire in Elizabeth, N. J., in which a mother and father died and seven children were hospitalized, has brought in more than $2,500 in donations for the children. The story was told on the Polish program of the station by Michael Kecki. The money has come from New York and New Jersey.

New Agency Announces Radio-TV Department

Wolff-Feldman Enterprises, Inc., yesterday announced the establishment of a radio and television production department in association with their new theatrical producing firm.

Max Wolff, president has been associated with the motion picture and theatrical business for 30 years while his partner, Robert Feldman, formerly president of the East Coast Casting Company, is also a veteran of show business. Feldman was associated with radio for 25 years during which time he served as vice president of WNEW and WMCA and also was an executive producer with WOR and WHN.

Al Roth, another executive of the firm, has been with the WOR Artists Bureau for many years while Les Wintz in charge of TV production was music director and program producer for WRSU.

Three Arizona Stations Are CBS Replacements

(Continued from Page 1)

announced yesterday. Stations replace KOY, Phoenix; KTUC, Tucson and KSUN, Bisbee as affiliates of CBS in the Mountain Group.

KOOL operates day and night at 5,000 on 960 kilocycles. KOPO on 250 watts day and night on 1450 kilocycles, and WCKY on 1,000 watts day and night on 1150 kilocycles. Total CBS affiliates number 185.

Heitin Succeeds Heywood In WNBC-WNBT News

(Continued from Page 1)

college in 1942, Heitin joined the staff of WHYN as an announcer. He worked in station's publicity, promotion, special events and program department.

Heitin succeeds Fred S. Heywood who has joined the staff of WBAL and WBAL-TV in Baltimore as publicity and promotion manager.

New CBS Musical Set

"Main Street Music Hall" makes its CBS debut, produced by Robert Ray, December 10. The new musical show starring Earl Wrightson, baritone, with Alfredo Antonini and his orchestra, will be heard again on December 17, then rescheduled for a new time period. Show will serve folk tunes and sea chanties by Wrightson, and instrumental jazz and semi-classical favorites.

Special Programs Set On Water Shortage

(Continued from Page 1)

by Robert Trout and will feature civic authorities in various parts of the country who will describe water conservation methods in cities and towns where natural water supplies have given out completely, as well as in municipalities threatened with water shortages in the near future. The program was prepared by NBC's News and Special Events department in collaboration with the Special Programs staff.

WJZ will present "Water: A Special Report" featuring Gordon Fraser and Julian Anthony, newscasters, and Stephen J. Carney, New York Water Commissioner. The program, the station's contribution to the dramatic efforts being made to conserve the largest city in the nation's water supply, will also present John Q. Public via remote interviews from the street. WJZ is also airing ten to twenty public service spots each day calling to mind the critical condition of the city's reserve supply.

Edgar Bill Stricken

Chicago — Edgar L. Bill, radio pioneer, and head of Stations WMBD, Peoria, and WDZ, Decatur, suffered a heart attack here last Thursday night (Dec. 1) while in town to attend the International Livestock Exposition.

NUMBER ONE AND TWO OF ALL

AUDIENCE PARTICIPATION SHOWS

BOTH IN THE "TOP 15"

MOST POPULAR OF ALL DAILY
HALF-HOUR AUDIENCE PARTICIPATORS

that's what the latest Hooper says about

GROUCHO MARX ***"You Bet Your Life"***

ART LINKLETTER ***"People Are Funny"***

ART LINKLETTER ***"House Party"***

JOHN GUEDEL RADIO PRODUCTIONS

(Note to Hooper: please discontinue your reports. The next one might not be as pretty)

MESSRS. HOOPER AND



1/ CBS evening programs have the highest average rating in radio today.

CBS averoge Hooper: 10.0; the next closest network, 8.1; and the remaining two networks on average of 5.9. On Nielsen, CBS rated 10.7; the next closest network, 8.6; and the remaining two, averoged 4.8

2/ CBS has most of the most popular programs—nearly three times as many as all other networks combined.

Hooper gives CBS 11 out of the "top 15"; the next closest network, 3; ond remaining networks, 1. Nielsen gives CBS 15 of the "top 20"; the next closest network, 4; and remaining networks, 1

That's why advertisers agree CBS gives them the biggesa

NIELSEN DO AGREE...

Source: Eve. network commercial programs, 1948-1949
Hooper—October 1-7, 15-21
Nielsen—First Oct. report (overage audience basis)

3/ In the past year, radio listening shifted heavily to CBS and away from the other networks.

Hooper shows a 15% *increase* in listening to CBS over last year; a 20% *drop* for the next network; a *drop* for the remaining two, combined. Nielsen shows a 16% *increase* for CBS; a 14% *drop* for the next network; and a *drop* for the remaining two

4/ The average program that remained on CBS increased its audience over last year. The average show that didn't switch to CBS from the next network lost listeners.

Hooper shows the average program that stayed on CBS went *up* 3%; those that stayed on the next network went *down* 15%; Nielsen shows CBS *up* 3%; the next network *down* 10%



audiences at the lowest cost in all advertising.

15th District Of NAB Opposes Board Cut

(Continued from Page 1)

urging that the board membership be reduced to half.

The two-day session at the Mark Hopkins Hotel was essentially the same as other district meetings. They heard Maurice Mitchell's presentation in behalf of the Broadcast Advertising Bureau; Justin Miller, president of NAB, report on the status of the organization and held several round table discussions on problems of broadcasting. Glenn Shaw, general manager of KLX, Oakland, 15th District director, presided.

David McKay, KOLO, Reno, was chairman of the resolutions committee which took a stand on NAB board membership and adopted other resolutions commending the administration of NAB. Serving with McKay on the committee were William Smullin, KIRM, Eureka; George Arnold, KSMO, San Mateo; Jack Wagner, KSYC, Yreka, and Sheldom Anderson, KVNO-KCOK-KAFY, Tulare.

It was the consensus of opinion of the 125 broadcasters in attendance that this was the best district meeting in the history of NAB.

Arthur Hull Hayes, vice president of CBS in San Francisco and general manager of CBS said: "This is the best NAB district session I have attended in the past twenty years. The meeting has been strictly business with a refreshing absence of words without action."

William Pabst, vice president of Don Lee-Mutual in San Francisco, and general manager of KFRC said: "Caliber of the presentation has been 100 per cent over what NAB has brought here in the past. It was interesting and timely and the large attendance pays tribute to the staging of the meeting."

Glenn Shaw: "We are pleased with the enthusiastic response to the program. We meant it to be practical in its application to stations large and small, and from the comments I have heard, we succeeded."

Gayle Grubb, general manager of KGO, ABC outlet in San Francisco: "With such men as Mitchell and Doherty operating at these divisional meetings, we're now getting that which we've never had since the formation of NAB."

Stork News

Web Benham, commercial manager of KOMA, CBS affiliate in Oklahoma City, announces the arrival of a new seven and one-half pound son.

If yau are a thoraugh reparter and able ta write a stylized integrated newscast packed full af news and in fresh vernacular style. In first letter write references, salary, experience and if passible include samples ta Bax 291. Samples will be returned. RADIO DAILY, 1501 Braadway, New York City.



California Commentary. . . !

● ● ● **Indications that the broadcasters of the 15th District NAB do not see eye-to-eye with these of the 16th District is contained in a resolution adopted in San Francisco on Friday. . . . the 15th District group voted that the present number of districts in NAB be maintained. . . . Earlier in the week at Phoenix the 16th district group adopted a resolution calling for cutting the NAB directorate in half. . . . could it be that some rivalry exists between the broadcasters of the Southern California area and those in the Northern part of the state?**

☆ ☆ ☆ ☆

Hollywood

● ● ● During the four years Walter Scharf has directed the music on the "Harris-Faye Show" over a thousand scores have been composed especially for the program. . . . Robert Riley Crutcher has sold two original radio dramas, "The Magic Darkness" and "Murder Deferred," to C. P. MacGregor for presentation on scheduled Army recruiting shows the producer is prepping. . . . Sewell Clark, free lance short story and article writer, has joined CBS Hollywood Press Information staff, replacing William Froug, who is resigning to join the Columbia Pacific Network writing department. . . . Frank McLatchy, sales manager of KSL and KSL-TV, Salt Lake City, was in Hollywood recently for several days conferences with CBS executives. . . . Early in December, Standard Transcriptions will ship to all its subscriber stations a Christmas gift in the form of a clever half-hour dramatic fantasy, "Pokey, The Christmas Elf," produced by Jack Parker and staff at WSAM, Saginaw, Michigan last Christmas. . . . Ray Noble, maestro for CBS' "Edgar Bergen-Charley McCarthy Show," recently cut four sides for Columbia records. Doris Day is vocalist starred on the records.

☆ ☆ ☆ ☆

● ● ● **KFMV in cooperation with the Los Angeles Public Library will present five concerts per week, Monday through Friday, consisting of outstanding recorded music from the Library's vast collection. The Public Library has been broadcasting one program a week over KFMV and this is an extension of its radio activities. . . . Cy Howard has penned a new comedy series starring Prof. Kropotkin and Mrs. O'Reilly, otherwise Hans Conreid and Gloria Gordon. The new CBS "package" will be scirpted under his direction by Stanley Adams and Roland MacLane, who now pen "Irma." . . . Eileen Wilson is set through March on the Hit Parade. The American Tobacco Company has picked up her third option. . . . Paul Franklin, writer-producer of KHJ-Don Lee's "Red Ryder" series, is now busy in his new capacity as president of the Radio Writers Guild, a position to which he has just been elected.**

☆ ☆ ☆ ☆

● ● ● Jack Smith will celebrate his 1000th program over CBS for the same sponsor, Oxydol, on Jan. 5, and plans are now being completed for a gala celebration. . . . Teevee Productions announce that they have purchased the vido rights to the L. Frank Baum "Oz" books; the Crime Club books; and all of the Treasury Department material contained in the T-Men series. This is part of a newly established policy, where Teevee has earmarked a substantial sum to purchase material which in itself has a public following. . . . Jack Bailey's "Queen for a Day" airer will be given a 39-week test on television by the sponsor beginning immediately after the first of the year. Bailey will be seen only on Mutual Don Lee's Los Angeles station KTSL, during this test run, to be presented as a weekly night-time half-hour show.

☆ ☆ ☆ ☆

Four AP Veterans Upped To New Posts

(Continued from Page 1)

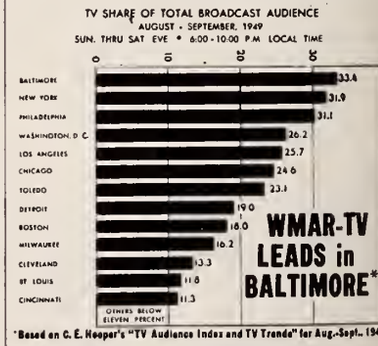
in New England and New York state. The Ohio, Kentucky, Tennessee, Indiana, Illinois and Michigan area will be under Gerald Swisher, while Mark Knight of Seattle will cover Washington, Oregon, Idaho, Montana and Wyoming.

Contestant From KGGM Wins Lux Theater Award

Jackie Lee Barnes, representing station KGGM, Albuquerque, N. M., has been judged the "most beautiful fifteen-year-old girl" in America, it was announced over the CBS net Sunday night on the "Lux Radio Theater."

Selected from total of 160 regional fifteen-year-old winners by June Haver and Mark Stevens, Jackie Lee is the winner in a nationwide contest begun last August in conjunction with the fifteenth anniversary of the "Lux Radio Theater." She will receive an all expense 10-day trip to Hollywood during her Xmas vacation as the guest of Miss Haver, a screen test, television test, a complete wardrobe and an invitation to appear on the Radio Theater.

BALTIMORE Leads the Nation*



*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept., 1949

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

The Sunpapers Station

channel-2

BALTIMORE, MARYLAND

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 6, 1949—TELEVISION DAILY is fully protected by register and copyright

URGE U. S.—CANADA SHOW-SWAP

TELE TOPICS

TWO THOUGHTS come immediately to mind in watching the proceedings of the United Nations on CBS. One is that here is excellent material for in-school use; it is undoubtedly one of the most important functions TV can perform. It is lamentable, therefore, that most schools are not taking advantage of the opportunity and that too many children regard video only as a vehicle for Hopalong Cassidy, Captain Video and Milton Berle. TV probably will be standard school equipment some day, but we wish the process could be hastened. . . . Our second thought was one of regret that the UN pickups are reaching only a woefully small segment of set owners. Of course the main reason for this is that the sessions are held when most people are at work; this cannot be changed. What is being overlooked, however, is the possibility of a daily UN roundup—similar to the AM program prepared by the UN radio staff—using edited highlights of the off-the-tube footage. This project should be undertaken by the four webs and the UN, with every station airing the show at night. We have nothing but praise for the present series, but public service programs mean nothing unless they reach as much of the public as possible.

●

WHATEVER HAPPENED TO: NBC's school series, ABC's "Li'l Abner," DuMont's operas? . . . Ernie Simon celebrated his first anniversary on WBKB a week early by lining up a new bankroller, a Chicago retail outlet. . . . TV Digest, Philadelphia program guide, has been inked by WFIL-TV for sponsorship of the WPIX Film Package No. 3, beginning Dec. 11. Features will be aired Sunday afternoons. . . . Chesebrough adding WSB-TV, Atlanta, to its "Greatest Fights" lineup on NBC. Cayton agency has the account. . . . Mohawk Carpet Mills will chop two days a week off its "Showroom" strip when Morton Downey exits the stanza at the end of this week. Roberta Quinlan will take over the NBC series Monday-Wednesday-Friday beginning next week.

●

THE ANNUAL EXHIBITION of the Art Directors Club of New York, now in its 29th year, will include tele commercials for the first time. Show will be held in the club's headquarters, April 19-29, with the 415 members of the group acting as judges. Material appearing between Feb. 15, 1949, and Feb. 15, 1950, will be eligible. . . . Jon Gnagy's "You Are An Artist," on NBC since Dec. 12, 1946, will be bankrolled on WNBT by Doubleday & Co. Pact, for 52 weeks, was placed through Huber Hoge & Son. . . . With its only station, WDAF-TV, on the air since Oct. 16, Kansas City had a total of 20,434 sets installed as of Nov. 30.

Programming Report By Ross Organization

"A slight recession" in the number of current programs and weekly programming hours of six New York stations in comparison with May figures was reported yesterday by Ross Reports. Also reported by the study was a trend toward dramatic shows.

"Although one more station, WOR-TV, has begun weekly telecasting operations since our May study," the report said, "there are actually less programs being telecast, totaling a slightly higher number of hours at the height of this cycle—251 programs weekly now, 253 in May; 1093 quarter-hours weekly now, 1053 quarters hours in May."

Accountable in part for the decline, Ross said, were the fact that WJZ-TV and WOR-TV are off the air two days a week, cancellation by WNBT of several afternoon shows and the end of the baseball season.

The report stated that dramatic shows, combined with situation comedies now total 40 programs and 70 quarter-hours a week, compared with 18 programs and 46 quarter-hours in May. The report noted also a slight increase in film shows and a decrease in giveaways.

WNBT, Ross said, now airs 60 programs totaling 168 quarter-hours a week against 73 shows and 209 quarter-hours in May. WJZ-TV has dropped 17 programs, now airs 32 for a total of 134 quarter-hours. WCBS-TV has increased its output, by adding the UN sessions, now carries 59 programs compared to 50 and 253 quarter-hours against 240 in May, the report said.

Nielsen's Top Ten

(New York, Oct.-Nov.)

Texaco Theater	NBC	74.3
Toast Of Town	CBS	50.5
Talent Scouts	CBS	49.3
The Goldbergs	CBS	48.9
Philco Playhouse	NBC	39.3
Suspense	CBS	37.5
Studio One	CBS	36.7
Godfrey Friends	CBS	35.2
Fun For All	NBC	34.3
Fireside Theater	NBC	33.4

DuMont Sets Plans For Web Daytimer

"Shopper's Matinee," the two-hour daytimer to be inaugurated on the Du Mont web Monday will include 21 entertainment segments and 12 one-minute spots for commercials, James Caddigan, program director, said yesterday in announcing completion of plans for the show.

Will Tie Segs Together

Various segs will be tied together by Minnie Jo Curtis, as an employee of the department store in which the show is set. Musical portions will be handled by Susan Raye, Dorothea McFarland and the Jene Bartel Quartet. Sydney Smith and Fanney Engel will preside over service segs.

Program will be aired at 2 p.m., EST, a half-hour after the conclusion of Dennis James' "Okay Mother," being extended to the web by Sterling Drug. Web is now auditioning shows for a stanza to fill in between the two programs.

Avco's Craig Sees Canada TV Boom As In U. S.

Montreal—John W. Craig, Avco vice-president and general manager of its Crosley Division, yesterday urged an exchange of TV programs between Canada and the United States and predicted that tele will become an element of prime importance in Canada's economy as it is doing in the U. S.

Referring to the government's TV policy, Craig said, "I have seen several statements to the effect that Canadian television should be for Canadians, and not a means of broadcasting non-Canadian visual material in this country.

"Basically, it is very true that any nation's communications media should be devoted to native arts, science and progress. But isolationism here, as elsewhere, could easily be carried too far. We will miss an historic opportunity if we fail to encourage an exchange between our countries. And by exchange, I most certainly mean both ways."

Referring to the color hearings which have been recessed by the FCC to February, Craig said the bulk of the industry is urging that no color standards be set until they can be fully compatible with existing standards. He defined "compatible" as meaning that existing sets must be able, without extra cost or inconvenience, to receive in black-and-white all programs transmitted, whether they are transmitted in color or in black-and-white. This is necessary, he said, to make sure that color as given to the public will not result in obsolescence of the millions of sets already in use.

The Avco official predicted 200,000 receivers would be produced in 1950 and that total sets in use by 1953 would be more than twenty million, with some 75,000,000 persons in TV's day-to-day audience, and 700 stations on the air.

Press-Time Paragraphs

Three New Commercials Inked By WTMJ-TV

Milwaukee—Sale of three new local shows was announced yesterday by WTMJ-TV. Miller Brewing Co., through Klau-Van Pietersom-Dunlap, inked "High Life Time," a weekly half-hour musical with Tommy Sheridan; "Tele Talent Time," talent showcase, was signed by Millwaukee Sewing Machine Co., through Dayton Johnson and Hacker, and Boston Store signed for "Something To Do," a children's stanza, through Loise Mark agency.

WSB-TV Sells Basketball Sked

Atlanta—WSB-TV has obtained exclusive TV rights to the home schedule of the Georgia Tech basketball team, according to John M. Outler, Jr., general manager. All ten games will be sponsored by General Electric Supply Corp., with Thad Horton, station's sports director, calling plays.

WPIX Ups Spot Rates

Increases in rates for spot announcements on WPIX after the first of January were announced on Friday by Robert L. Coe, station manager. The new rate for a one-minute spot will be upped to $200 from $150. A 20-second spot will be boosted from $90 to $150.

Luce Doing Navy Films

Washington, D. C.—Dean Luce, WMAL announcer, is narrating a series of training films for the United States Navy. Luce does sports commentary as well as straight announcing on WMAL-TV.

Lever Bros. Moves Headquarters To N. Y.

(Continued from Page 1)

completed the construction of a new twenty-story office building on the west side of Park Avenue between 53rd and 54th Streets by the fall of '51 at which time the entire organization will be bureaued in the new building. Lever offices were formerly, until 5 p.m. last Thursday, as a matter of fact, at 50 Colonial Drive, Cambridge.

According to the soap people, every available mover in the Boston area was recruited for the task of transporting the more than 150,000 pieces of furniture and office equipment to New York over the weekend.

Lever Brothers two months ago established a housing bureau in New York and in that time prepared a list of 7,745 dwelling units available within a 35-mile radius of the central offices for the inspection of company employees who moved down from the Boston area. Included were a broad price and size range to meet specific requirements of Lever staffers.

In addition, the firm set up a personnel office in New York to recruit new employees to augment the staff and also establish a Boston bureau to aid moving employees dispose of their Boston area homes with minimum inconvenience.

Headquarters of three Lever subsidiaries—Pepsodent, John F. Jelke and Harriet Hubbard Ayer, Inc.—will move into the newly centralized New York offices on Jan. 1.

According to a company spokesman, the firm's manufacturing plants are not affected by the move. Plans, he said, are for $55 million "faith in the future" expansion program which includes the construction of additional manufacturing plants in various parts of the country.

Commenting on the move, Luckman said, "New York is the world's greatest capital of trade and commerce. Having our headquarters here will bring us into direct contact with all phases of the nation's specialized activities which are so essential to the advertising, merchandising and sale of our products, and the conduct and administration of our business."

Oklahoma Broadcasters To Exchange AP News

Oklahoma City—A pledge to furnish news to other Associated Press members has been made by Oklahoma AP broadcasters. James L. Todd of KSIW, Woodward, keynoted the idea at a meeting of a new organization of Oklahoma AP member stations when he said "We must furnish our coverage to each other."

The broadcasters present agreed that stations had the same responsibility as AP newspapers and promised to turn over tips or stories to AP bureaus in Oklahoma City and Tulsa.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of November 25-December 1, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Thousand Violins	Paramount
Ain't She Sweet	Advanced
Dear Hearts And Gentle People	E. H. Morris
Don't Cry Joe	Harms
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
It's A Wonderful Life	Lombardo
I've Got A Lovely Bunch Of Cocoanuts	Cornell
Jealous Heart	Acuff & Rose
Just For Fun	Paramount
Last Mile Home	Leeds
Maybe It's Because	Bregman-Vocco-Conn
Mule Train	Walt Disney
My Street	Campbell
Now That I Need You, (Where Are You)	Famous
Old Master Painter	Robbins
River Seine	Remick
Room Full Of Roses	Hill & Range
Rudolph, The Red-Nosed Reindeer	St. Nicholas
She Wore A Yellow Ribbon	Regent
Slipping Around	Peer
Someday You'll Want Me To Want You	Duchess
Stay Well	Chappell
That Lucky Old Sun	Robbins
There's No Tomorrow	Paxton
Toot Toot Tootsie Goodbye	Feist
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin
You're In Love With Someone	Kramer-Whitney
SEASONAL CHRISTMAS SONGS	
Santa Claus Is Comin' To Town	Feist
White Christmas	Berlin

Second Group

TITLE	PUBLISHER
A Man Wrote A Song	Henry Spitzer
Bye Bye Baby	J. J. Robbins & Sons
Charlie My Boy	Bourne
Daddy's Little Girl	Beacon
Envy	Encore
Festival Of Roses	Witmark
Happy Times	Harms
I Never See Maggie Alone	Bourne
I Want You To Want Me To Want You	Mills
If I Ever Love Again	Paxton
Johnson Rag	Miller
Let's Harmonize	Santly-Joy
Lonely Girl	Mogul
Meadows Of Heaven	Laurel
Merry Christmas Waltz	Advanced
Scattered Toys	Goldmine
Souvenir	Beacon
Story Of Annie Laurie	Santly-Joy
Through A Long And Sleepless Night	Miller
'Way Back Home	Bregman-Vocco-Conn
Wishing Star	Broadcast Music
You Told A Lie	Bourne
You're My Thrill	Sam Fox

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Utilities Group Gets Transit-Radio Plea

(Continued from Page 1)

cars and buses, with WWDC-FM programming under the terms of a contract with Transit Radio, Inc. The possibility of similar installations in the transit facilities of numerous other cities is said to hinge upon the outcome of the fracas here, where hundreds of irate citizens have charged that the streetcar radio violates their Constitutional rights.

The transit company said yesterday that the decision on the Constitutional question is beyond the power of the utilities commission. If it were with PUC authority, however, the brief said, "the intervenors want to cut the First Amendment to promote a society of mutes, with each individual completely free to silently and exclusively commune with his own ideas and thoughts. A society of ascetics and introverts is obviously the interventors' objective, but the founding fathers gave them no hope for such a society."

The brief said the actions of Capital Transit and Transit Radio are the actions of individuals, not of the Federal government, and thus are not controlled by the First and Fifth Amendments.

In fact, the brief continued, the action by the protestants is itself a violation of the Fifth Amendment. "The action would deprive Capital Transit and Capital Radio of their liberty to contract and of their property without due process of law and without just compensation," the brief said.

Joins CBS In Hollywood

Los Angeles, Calif.—Sewell Clark, free-lance short story and article writer, joined the CBS Hollywood press information staff recently, replacing William Froug, who is resigning to join the Columbia Pacific Network writing department.



BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 44 NEW YORK, WEDNESDAY, DECEMBER 7, 1949 TEN CENTS

RADIO RECEIVER SHORTAGE REPORTED

WINS Employees Hit Pope Language Plan

Washington Bureau of RADIO DAILY

Washington—Attacking the whole idea of turning a major-powered station to foreign-language broadcasting, former FCC chairman James Lawrence Fly yesterday called upon the Commission to withhold approval of the recently completed purchase of WINS, New York, by Generoso Pope, New York publisher and present licensee of WHOM, New York. The Fly petition was filed on behalf of employes of WINS, which

(Continued on Page 6)

Jordan Re-elected Pres., Of Texas AP Broadcasters

Charles B. Jordan, vice president of KFJZ of Fort Worth, has been reelected president of the Texas Associated Press Broadcasters Association. The election was conducted by mail ballot pursuant to a decision at the Association's annual meeting at Dallas, October 2.

Others elected are: Pat Flaherty, KPRC, Houston, vice president succeeding Joe Leonard, Jr., KGAF, Gainesville, and Jim Alderman, WRR, Dallas, reelected secretary-treasurer.

Standard Oil Sponsors The Cleveland Symphony

Cleveland, Ohio — WTAM will originate a series of ten weekly broadcasts of the Cleveland Symphony Orchestra. The ten twilight concerts, under the sponsorship of the Standard Oil Company of Ohio, will be fed to a network of nine other Ohio radio stations. The first broadcast will be aired Sunday,

(Continued on Page 2)

For Top Vets

The Disabled American Veterans are making available to all stations, without charge, a third series of six five-minute platters lauding individual disabled veterans who have had outstanding rehabilitation experiences. Transcriptions star Cornel Wilde and David M. Brown, DAV national commander and the organ music of Hank Sylvern.

Catty Affair

Radio personalities will have entries in the Empire Cat Club show which opens Thursday at the McAlpin Hotel in New York City. Among those showing cats are John Reed King, Allen Prescott, Lyle Van, William Gargan and Bob Poole. June Havoc is flying her Persians here from Hollywood and Jim O'Bryon, publicity director of Mutual, will serve as custodian of the movieland felines. The cat show is being staged as a benefit for the Police Athletic League.

Oil Co. Sponsors Basketball Sked

Philadelphia — Atlantic Refining Company will sponsor, via AM or TV, a total of 77 college basketball games in four cities between now and next March, it was announced yesterday. Full scale local promotion of the broadcasts and telecasts will support the oil company's campaign.

Richard Borden, Atlantic advertising manager, said that games would be sponsored in Philadelphia, Syracuse, Newark, N. J., and Buffalo;

(Continued on Page 8)

Novik Signs A.F.L. Show On Coast Starting Jan. 2

West Coast Bureau of RADIO DAILY

Hollywood—Morris S. Novik has arranged with Don Lee for an A. F. of L. program starting January 2nd, to be heard at 10:15 p.m.

(Continued on Page 2)

Major Set Mfrs. Misjudge Demand For Christmas Gift Sets; Dealers Unable To Fill Orders

An unexpected holiday demand for radio receivers has caught many large radio manufacturers unprepared, a RADIO DAILY survey revealed yesterday. Leading companies converted a large part of their production facilities to building television sets in anticipation of a reduced demand

(Continued on Page 5)

14th Dist. Members Convene At Salt Lake

Salt Lake City—With 125 broadcasters in attendance the 14th District NAB session got under way at the Hotel Utah on Monday with Hugh Terry, manager of KLZ, Denver, and district director, presiding.

Highlighting the three-day session are many unusual activities which are being used to focus attention on both radio and television. These include address by Maurice Mitchell, director of Broadcast Advertising Bureau, before the Salt Lake ad

(Continued on Page 6)

Fulton Lewis Interviewed At New York Conference

Fulton Lewis, Jr., Mutual commentator, came to New York yesterday for a press conference at the offices of the American Pacific Industrial Corp., which was attended

(Continued on Page 2)

Newell-Emmett Dissolve; Form New Agency

Newell-Emmett Co. will dissolve its partnership on December 31, it was announced on Monday. However, the business will be carried on

(Continued on Page 2)

Cities Covered By TV Linked In ABC Web

ABC has set aside a special 57-station radio network covering the cities in the country with video stations now in operation and is offering this line-up to TV receiver manufacturers for advertising purposes, it was announced yesterday.

In a letter to TV set manufacturers and their agencies, ABC, the first net to offer such a specialized TV set market points out that with-

(Continued on Page 6)

Three Jersey Stations Plan Anniversaries

Three New Jersey radio stations will celebrate anniversaries with special programs this week.

WVNJ in Newark will mark its first year on the air with a one-hour broadcast today from 5 to 6 p.m.;

(Continued on Page 2)

Radio Goes To Bow-Wows; Dog Hits Big Gaines Jackpot

One of the wackiest promotional-publicity stunts in a dog's age kicks off tomorrow morning when a reception committee composed entirely of dogs (canines) "representing various city and state officials and celebrities of the entertainment and society world" turns out at La Guardia airport to greet *"Konrad von Wesdell,"* Daschund winner of Gaines Dog Food "Lucky Dog" contest, when he arrives, with his owners, from Nashville, Tenn., to claim his prizes. 'Konrad' was selected "top dog" over 105 other canine winners in a contest that satires every give-away program ever conceived.

Masterminded by Benton & Bowles, the promotion stunt calls for having the dog met at the airfield by his own Crosley station wagon and two lavender-liveried

(Continued on Page 8)

Documentary

"Punishment without Crime," a hard-hitting documentary scripted by Lou Hazam, will highlight racial and religious intolerance in the United States next Sunday over NBC's "Living—1949." Program will show how best to contend with "hate" organizations, prejudice and discrimination by recounting a series of eight case histories.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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CHICAGO BUREAU
Hal Tate, Manager.
612 N. Michigan Ave.
Phone: SUperior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 6)

NEW YORK STOCK EXCHANGE

ABC	7⅝	7⅜	7⅜	.....
Admiral Corp.	29⅞	29¾	29¾	.....
Am. Tel. & Tel.	148¼	148	148¼	+ ¼
CBS A	25⅜	25⅛	25¼	.....
CBS B	25¼	25⅛	25⅛	— ⅛
Philco	29¾	29½	29½	— ¼
Philco pfd.	82	82	82	— 1½
RCA Common	12⅞	12¾	12¾	.....
RCA 1st pfd.	73	73	73	.....
Stewart-Warner	12¼	12⅛	12¼	+ ⅛
Westinghouse	30	29⅞	29⅞	+ ⅛
Westinghouse pfd.	101½	101¼	101½	+ ⅛
Zenith Radio	31¼	30¼	31⅛	+ ¾

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17	16⅞	16⅞	— ⅛
Nat. Union Radio	2⅝	2½	2½	— ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	12	13¼

KIT Joining NBC

KIT, Yakima, Wash., will be affiliated with NBC's sound broadcasting network effective Jan. 1, 1950, Easton C. Woolley, director of Stations Department for the network announced yesterday.

KIT, which becomes the 172nd member of the NBC's radio network, is owned by Carl E. Haymond. The power of the station is 5,000 watts during the day and 1,000 watts at night.



☆ COMING AND GOING ☆

A. E. JOSCELYN, director of operations for CBS in Hollywood, has returned to the film capital after having attended the meeting of the 16th District, NAB, which was held in Phoenix, Ariz.

CRIS RASHBAUM, Eastern sales representative of KTLA, Paramount's station in Los Angeles, is expected back in New York today following a 10-day visit to the West Coast station.

J. B. FUQUA, owner and manager of WJBF, Augusta, Ga., was in conference yesterday with Norman Cash, of the station relations department at NBC.

MILTON SHREDNICK, director of music for KOA, Denver affiliate of NBC, is spending ten days in New York. This is his home town, but he hasn't been here since before Radio City was built.

LES MITCHEL, producer-director of "Skippy Hollywood Theater" on CBS, is back in the film capital following a short business trip to San Francisco.

ALLEN A. WALSH, audio-video installation engineer for NBC, has returned from Chicago, where during the past nine months he was assigned to the construction and installation of TV facilities.

WILLIAM S. PIRIE, JR., director of national sales for WFBR, Baltimore, arrived in New York yesterday on a short business trip.

SAUL HAAS, owner of KIRO, Seattle, Wash., is now in Gotham. He was welcomed yesterday at the headquarters of CBS, with which the station is affiliated.

HOWARD WORRALL, general manager of KGMB, Honolulu outlet of CBS, has arrived from Hawaii on station business.

JOHN EDWARDS, American network commentator, today will leave Washington for Florida, where he will replace Bryson Rash, special features director of WMAL, who is covering President Truman's vacation. Edwards will remain in Key West for the duration of Mr. Truman's trip.

Newell-Emmett Dissolve; Form New Agency

(Continued from Page 1)

by a new corporation, Cunningham & Walsh, Inc.

Clarence D. Newell, who founded the agency in 1919, and Clifford S. Walsh, an original associate, will retire from the agency and have no financial or other interest in the new company. John P. Cunningham, George S. Fowler, William Reydel, Richard L. Strobridge, Fred H. Walsh, present Newell-Emmett partners, and Earl H. Ellis, G. Everett Hoyt, and Robert R. Newell will be stockholders in the new agency.

Thomas J. Maloney, who merged his agency with Newell-Emmett in 1942, says he will not be part of the new company, but will announce new plans soon.

Radio accounts handled by the agency include Liggett & Myers Tobacco Co., Sherwin Williams, and Electrical Auto-Lite Co., International Silver Co., Sylvania Electric Co., and Liggett & Myers are among their television accounts.

Standard Oil Sponsors The Cleveland Symphony

(Continued from Page 1)

January 8th at 4:30-5:30. The concerts will be under the direction of Rudolph Ringwall, associate conductor of the Cleveland Orchestra. Other stations carrying the concerts are: WSPD, Toledo; WCOL, Columbus; WKRC, Cincinnati; WLK, Lima; WKBN, Youngstown; WHIO, Dayton and WIZE, Springfield.

Fulton Lewis Interviewed At New York Conference

(Continued from Page 1)

by 100 press, radio and television representatives. The conference was called in connection with Lewis' atomic expose and present with him was Major G. Racey Jordan, former Air Force Officer, who disclosed wartime traffic in atomic materials to Russia on the commentator's program last week.

Three Jersey Stations Plan Anniversaries

(Continued from Page 1)

Rep. Franklin D. Roosevelt, Jr., Theodore Streibert, president of WOR, and singer Fran Warren will give special recorded messages. Ivan B. Newman, v-p and general manager of the station will discuss the growth and future plans of the 5 kw outlet.

WMTR To Celebrate

WMTR in Morristown will also celebrate a first anniversary with a program to be heard this Sunday, December 11, from 1:05 to 1:45 p.m. The past year's activities and programs will be reviewed and greetings will be given by various local officials.

The third anniversary of WCTC in New Brunswick will be observed on the same day with a special broadcast in which WMTR will be saluted.

Novik Signs A.F.L. Show On Coast Starting Jan. 2

(Continued from Page 1)

and has set Frank Edwards as commentator. Edwards in the past, enjoyed top hooper rating in Indianapolis as commentator. Novik also arranged to have the program carried live at 7 p.m. by the garment workers radio station, KWIK and KFMV-FM, Burbank, Calif.

The I.L.G.W.U. has an application before the Commission to purchase KWIK.

Don Lee network arrangements were handled through Mort Ingraham.

Novik left last night and will stop off in Chicago to complete similar arrangements in the Windy City area.

Isaac Braunfeld

Isaac Braunfeld, father of Archibald Braunfeld, radio and TV public accountant, died Monday in New York. Funeral services will be at 2 p.m., today at Service Park West chapel, 115 West 79th Street.



Problem Solved

This little lion cub got deserted by its mother in the zoo. So the female boxer is playing foster mother, and solving all the baby lion's problems.

Advertisers are facing some pretty tough problems these days as the competition gets stiffer in the rich markets. There's an easy way to solve them in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. That means you can get BIG results with LITTLE money on W-I-T-H.

So if you're looking for low-cost results from radio in Baltimore, call in your Headley-Reed man and get the W-I-T-H story.

AM FM

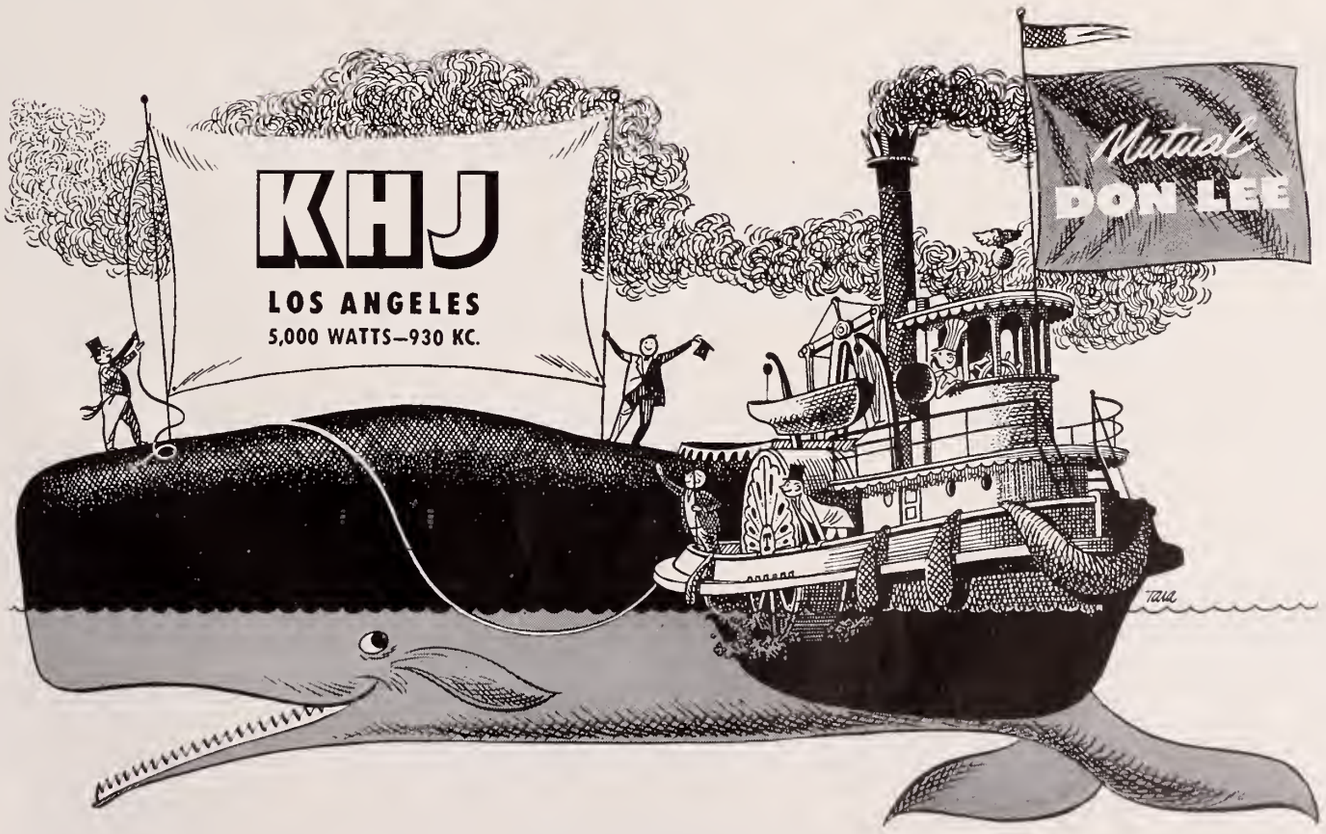
WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles... Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation's Greatest Regional Network.



Represented Nationally by JOHN BLAIR & CO.

LOS ANGELES

By ALLEN KUSHNER

JIMMY WAKELY is substantiating his title of America's No. 1 folk singer by attracting record-breaking audiences to the Hotel Thunderbird, Las Vegas. Wakely is scoring with a number of old tunes and has recorded for Capitol and also sung on personal appearance tours, featuring "Slipping Around," "Lucky Old Sun" and "Cool, Clear Water." The Las Vegas press unanimously raved over Wakely's performance.

Bob Hawk, the CBS quizman, takes off for Hawaii from San Francisco via S.S. Lurline on Dec. 22, returns to Los Angeles Jan. 3, putting him at sea for both Christmas and New Year's. His mother will accompany him. The trip necessitates couple of extra recording sessions to get the Lemac show ahead.

Gene Autry is an all-Columbia man. He does his Western radio show on Columbia, films for Columbia Pictures, records for Columbia Records.

Will Ragan, editor on the "Alka-Seltzer Newspaper of the Air," who teaches a journalism class at Los Angeles City College, invited 30 members of this class to the Don Lee studios the other evening to have look at Glenn Hardy newscast.

Jack Meakin, orchestra leader of "The Great Gildersleeve" radio program on NBC, will emcee a weekly TV half-hour variety show on KTVV.

Thomas To Be Starred On American Album Show

Thomas L. Thomas, famed baritone of the radio and concert field, joins "The American Album of Familiar Music" as a starred vocalist beginning with the broadcast of Dec. 18. The program, produced by Frank Hummert, is heard Sundays at 9:30-10 p.m. over NBC.

The other regulars on the program are Donald Dame, tenor; Margaret Daum, soprano; Virginia MacWatters, coloratura soprano (singing for Jean Dickenson, who just gave birth to a baby girl at Doctors Hospital, New York); Bertrand Hirsch, violinist; Arden and Arden, duo-pianists; The Buckingham Choir and Gustave Haenschen's orchestra.

NO HEAD?

Some managers are just two-fisted salesmen with no head. My specialty is the product: a large, receptive audience that any salesman can sell. I am an ammunition expert: programs, news, promotion. My kind of station is well run, well liked, well listened to, well heeded. I stake my youth, education, executive experience, and part earnings on the profits. For story and references, write Box 290, RADIO DAILY, 1501 Broadway, New York City.



Man About Manhattan. . .

● ● ● AROUND TOWN: Both the FCC and the Dep't of Justice deny that investigation of the radio nets under anti-trust regulations is going on. . . . Film star Gene Raymond and Bernard Schubert are putting their ABC radio show, "The Amazing Mr. Malone," on film and will offer it as a combo AM-TV presentation. . . . Amos 'n' Andy having one tough time trying to locate a good video performer to play "Kingfish." . . . Ken Roberts is the latest air personality to turn disc jockey. His platter session starts next week on WMGM. . . . Columbia Pictures negotiating with Kathi Norris for a script writer's contract. . . . Mickey Alpert doing a great job on the "Martin Kane, Private Eye" show. (A former top bandsman, he's now casting director for Kudner agency). . . . With the male contingent of the Washington correspondents off to the Gridiron Dinner this Sat., "Meet the Press" will carry an all-femme show, with Mrs. India Edwards as the guest-victim. . . . Dolly Dawn packing them in nitely at the Cafe Society Downtown in the Village. . . . John Tillman lectures today at N. Y. U. on television production. . . . An uptown plastic surgeon has been getting so much television actors' business that he had to engage three assistants and is working and operating every day in the week.

☆ ☆ ☆ ☆

● ● ● Sometimes we understimate the power of radio and its personalities. In this particular instance, it took a church social at Pleasantville, N. Y., to mirror the medium's effectiveness. Last week such personalities as Jack Sterling, of WCBS; Ed and Pegeen Fitzgerald and Walter Kiernan, of WJZ; John Gambling and Bruce Elliot, of WOR and Norman Brokenshire, of WNBC, projected in their respective styles a simple announcement about a benefit card party at Holy Innocents Church. The results: despite heavy snowfall and hazards of driving, the party Friday nite netted more than $1,000.

☆ ☆ ☆ ☆

● ● ● Still think that television is getting ready to kayo radio? Then listen to Jack Gould, of the N. Y. Times, who dashed off some mighty interesting facts and figures in his Sunday pillar. Even by the very figures to which they always attach so much importance, says Jack, the broadcasters are much too hasty in writing off radio. If since the war the number of TV sets has increased 3 million-odd, the number of homes equipped with radio has risen since 1940 by 10 million. In the first ten months of this year, there were some 1,700,000 video sets manufactured. By comparison, there were more than 5,650,000 radio sets made. Yet to all intents and purposes the broadcasting industry is acting as though it had decided to disenfranchise the 39,000,000 in favor of the 3,000,000. Gould, however, sounded a note of warning to the networks. While TV won't kayo radio, latter is doing its own spectacular job of committing hari-kari. The current season very well may be the most uninspired in its history. Less than a dozen of the 115 sponsored evening shows on the four major nets are fresh attractions being heard for the first time this fall—and not one can lay any real claim to originality.

☆ ☆ ☆ ☆

● ● ● A dissenting vote to Gould's confidence in radio's survival, however, comes from one of his conferers, the Herald-Trib's hatchet man, John Crosby. Monday nite he took time off from a busy schedule to lecture at N. Y. U.'s Radio Club on television's effect on radio. His long range outlook: Video will eventually dominate with radio relegated to certain types of programs. So far as we personally are concerned, there's nothing wrong with radio that good programs can't cure.

☆ ☆ ☆ ☆

SOUTHWEST

DUE to the quick thinking of Brown A. Clopton, chief engineer of KLYN, CBS outlet for Amarillo, Texas, the notorious Rader twins and James Farris are back behind the bars and have learned a lesson: "Never hold up a radio station unless you want the whole town to know about it." The Rader twins and Farris had escaped from the County jail in Amarillo and had been the objects of an intensive search by the police department, sheriff department and the Texas Rangers. They entered the transmitter building of KLYN, tore out all the telephone lines so that Clopton could not call the police, stole his automobile and headed for town. In a matter of minutes Clopton broke into the network show, Borden's "County Fair," and said that he had been robbed, his car stolen and gave information as to which way the car was headed. The dramatic search for the trio began shortly after Clopton's message was flashed over KLYN and the Rader twins and James Farris were captured in downtown Amarillo shortly thereafter. Soon after the broadcast of Clopton's plea, the studios, police station and the sheriff's office was flooded with hundreds of telephone calls wanting to relay the message.

KLYN Personnel: Bill Mac, newscaster, recently joined the staff of Radio Station KLYN, CBS outlet, Amarillo, Texas. Before joining the staff of KLYN, he was associated with Station KEVA, Shamrock, Texas.

Dallas: Latest radio craze to sweep this part of the country is "Musical Bingo," recently launched by Liberty Broadcasting System, as a "winter replacement" for the high-Hoopered major league baseball games. Gordon McLendon, prexy of the Liberty net thinks he has found the answer to his problem of sustaining his high audience ratings in this new feature he has developed in a two-hour afternoon show available on a co-op basis to the entire Liberty Chain. Popularity of the program is adding new stations almost daily and has forced Western Union to install special wires in the originating studios of KLIF in Dallas, to handle the daily average of over 700 telegrams of listeners who think they have "bingoed."

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

NEW BUSINESS

WGN, Chicago: Wieboldt Stores, Inc., Chicago, sponsors "The Cinnamon Bear," 4:45-5:00 p.m., Monday thru Friday. Needham, Louis and Brorby, Inc., Chicago, is the agency. Chicago Bible Academy of Air, Chicago, sponsors "Your Bible Speaks," Sunday, 8:00-8:25 a.m., for 13 weeks. The program started October 30. Louis A. Smith Company, Chicago, handles the account. Lamont-Corliss Co., New York, for "Nestle's Chocolate Bars," sponsors two weekly spot announcements and a participating announcement in the following programs: "Today's the Day," 8:45-9:00 a.m. "The Temptones," 11:30-11:45 a.m. and "Novelty Show," 10:00-10:15 a.m., on Saturday for 13 weeks. Cecil & Presbrey, New York, is the agency. Luden's, Inc., Reading, Pennsylvannia, has contracted for two weekly station break announcements for 21 weeks. J. M. Mathes, Inc., N. Y.,

WENR-TV, Chicago: The Sales Department reports the following new business: Chrysler Sales Division through Ruthrauff & Ryan, three spot announcements weekly for four weeks. Best Foods, Nucoa Margarine, through Benton & Bowles, one spot announcement weekly for nine weeks. Amurol Products Company through Jones Frankel Agency, two spot announcements weekly for thirteen weeks. Chicago Wheel and Manufacturing Company for Handi Tools, through Charles L. McShayne, one spot announcement weekly for four weeks. United Airlines through N. W. Ayer, two spot announcements weekly for 26 weeks. Goldenrod Ice Cream Company, through Goodkind, Joice & Morgan Agency, five spot announcements weekly for 26 weeks. Hamilton Watch Company, through Batten, Barton, Durstine & Osborne, have ordered a five-minute program from 9:00 to 9:05 p.m. each Friday. The contract is for four weeks. International Bakeries, Inc., the Schultze Baking Company Division for Butternut Bread, through Calkins & Holden, have ordered the sponsorship of the Hopalong-Cassidy films for a period of nineteen weeks. two spots weekly, 13 weeks; thru

Two More Take Brito Show

"A Date With Music," starring Phil Brito, motion picture and night-club entertainer, — series of transcribed broadcasts, has been scheduled for two additional markets. They are: KTTS, Springfield, Mo., and WWPB, Miami, Fla. Both are on a five-per-week basis, under sponsorship of Blackstone Washing Machines.

WILL ERECT BUILDING
of Approx. 5000 Sq. Ft.
— Adjoining —
A.B.C. and W.O.R.
Television Center
Suitable Allied Interests
CALL A. N. ROEMER, EN-2-3333
50 West 72nd St., New York

Xmas Radio Set Demand Exceeds '49 Production

(Continued from Page 1)

for radio receivers. The conversion has left them unable to supply retail market requests at this time. The survey showed that the condition was prevalent nationally as well as in the metropolitan New York area.

Radio-phonograph combos were reported selling especially well with console sets sold out in many places. The increased demand began in the early Fall and has continued to be heavy.

RCA Reports Heavy Sales

Dave Wagman, sales manager for Bruno-N. Y., Inc., RCA distributors in the New York area, said the demand is "out of this world as far as RCA Victor is concerned." He added that the market was far greater than anticipated though not as heavy as last year.

The general manager for Philco Distributors, Inc., J. J. Harris, said "We haven't got enough goods to satisfy consumer demand in the New York area." He reported that the demand was as heavy as last year with a large number of requests for consoles.

Console sets of Stromberg-Carlson were reported "sold out" by Robert Gross of Gross Distributors, Inc. He said the factory had stopped making the larger sets a few weeks ago, not anticipating the market, with the result that the factory and distributors had none available. However, table models were still in the stores, Gross said.

Westinghouse Caught Short

Westinghouse was listed as being short on all types of radio sets by R. H. McMann, district manager. Not enough receivers were in stock to go around to all dealers, the official added. McCann said the requests were also heavy nationally.

A spokesman for Emerson distributors in New York City said the "demand is tremendous." He went on to say that estimates for the year in radio were only half of last year with the result that radio manufacturing facilities were converted to TV production.

Charles Robbins, v-p in charge of sales for Emerson, said his company had spotted the demand for sets and was able to fill orders. He said the shortage of receivers was due to the low production by manufacturers and not necessarily an excessive demand for radio sets.

Zenith sales manager for New York City and parts of New Jersey, George Hart, said his company had stopped taking orders from dealers. Combination radio and phonographs were in special demand. Hart reported. In his opinion, national sales were also strong.

Crosley Stocks Ample

Certain models of Crosley sets were in demand, David Cole, local sales manager said. He estimated that the market was about as heavy as last year though the company was not caught short.

Jule Smith, v-p in charge of purchasing for Davega stores in New York, gave the dealers point of view. He said the market was heavy in the larger sets with smaller ones readily available.

A spokesman for Vim stores said they had concentrated on television and carried smaller stocks of radios. Sales of radio receivers were reported fair.

Distributors and sales managers would not hazard a guess as to whether the demand would continue in the coming year.

Sleeping Pills Expose Scheduled For WOR

A documentary program on sleeping pills, Name Your Poison, will be aired by WOR on Saturday, December 10, from 9 to 9:30 p.m. The dangers of the drug and the illegal trading will be dramatized on the show from actual medical and criminal cases. Dr. Paul P. Dunbar, Commissioner of the Federal Food and Drugs Administration, Dr. Lewis I. Sharp, director of the Psychiatric Division of Bellevue Hospital, and Jerome Trichter will deliver addresses.

The Mailbag

Thanks, Mr. Alampi

"Many thanks for your splendid generosity in publicizing our National Association of Radio Farm Directors' annual meeting last weekend. We appreciate your fine cooperation."

Sincerely yours,
Phil Alampi
WJZ Radio Farm Director

Radio Theater Leads Top 15 In Nov. Ratings

In November 15-21 Hooperatings, "Radio Theater," Jack Benny, and Walter Winchell took the top three positions among the "First Fifteen" evening programs. The Average Evening Broadcast Audience Index is up 1.2 over the last release to 33.1 and the Average Evening Rating holds even at 10.1.

The "First Fifteen" evening programs are: "Radio Theater," 25.8; Jack Benny, 23.5; Walter Winchell, 20.9; "My Friend Irma," 20.8; "Arthur Godfrey's Talent Scouts," 19.3; "Fibber McGee and Molly," 18.3; Groucho Marx, 16.6; Bob Hope, 16.4; "Charlie McCarthy," 16.4; Bing Crosby, 16.3; "Mr. Keen," 15.3; "Crime Photographer," 15.3; Dennis Day, 15.1; "People Are Funny," 15.0; and Bob Hawk, 15.0.

Doughnut

Keep your eyes upon the doughnut *as well as* on Fort Wayne! Remember that there's a lot more to WOWO-land than Fort Wayne, the prosperous city at its center. WOWO gives you dominant coverage of a 59-county BMB area in the heart of the rich Midwest market. Net effective income of this area is $1½ billion.. *four times* the income of Fort Wayne itself! For details and availabilities, check WOWO or Free & Peters.

FORT WAYNE
ABC NETWORK
AFFILIATE
WOWO

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
Notional Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WINS Employees Hit Pope Language Plan

(Continued from Page 1)

is owned by the Crosley Radio Corp.

Fly declared that the proposed change in emphasis to foreign-language programming "would necessitate the dismissal of practically all of the present employees of the station and the substitution of personnel adapted to foreign-language broadcasting."

A sharp retort by counsel for Pope was in the offing, as attorney Marcus Cohen declared that he had been informed by Pope that the publisher has never met with any representatives of the WINS employe group, nor been asked for any meeting. Fly's petition said that Pope "has personally told the committee of petitioners that the assignee could do no more than absorb a few of the present employees, and assignee's staff plans, as elaborately set forth in the pending application, indicate that assignee already has in mind a completely new staff geared to its proposed foreign-language operation."

Claims Pope Wouldn't Confer

Cohn said Pope flatly denied every meeting with the employe group or with any representative.

It was certain, too, that Fly's statements concerning foreign-language broadcasting would bring on a furious controversy. Holding that the change in programming would not be in the public interest, he wrote, referring to the controversial Pilgrim broadcasting decision last month by FCC examiner Hugh Hutcheson, that "the very principle of foreign-language broadcasting is a questionable one. Its only public interest, or justification, is in terms of radio service to foreign-born persons who are presumed to be so unfamiliar with the English language and so unassimilated into the general stream of American life that a specialized approach is required if the various benefits of radio are to be accessible to them. Necessarily, as time goes by, this justification becomes less and less persuasive because the number of such unassimilated foreign-born is continuously being reduced. Their children, though only first generation native Americans, are nevertheless literate, schooled in American schools and raised in the enveloping culture of our society. The justification for foreign-language broadcasting undeniably does not apply to them and, in fact, such broadcasting may be affirmatively harmful."

Fly pointed to a decline in the foreign-born population of New York, and added that many of the foreign born have been learning English and need no longer rely upon foreign-language service. "Whatever need may still remain for foreign-language broadcasting is more than satisfied by four stations which presently offer such programming: WEVD, WBNX, WHOM and WOV." Fly wrote.

Pointing to difficult employment conditions in New York radio, Fly said if his clients "are forced to leave their positions at WINS, they will experience great difficulty in finding other positions in the industry. They and their families have their homes and friends in the New York area; they are not mobile labor that can move to and fro across the country seeking the positions.

★★★★★★★★★★★★★★★★★★★★★★★★
For Quality
TV SPOTS
Call
KISSINGER
PRODUCTIONS
JU 6-5572 1650 B'way, N. Y. C.

★ AGENCY NEWSCAST ★

WILLIAM H. THOMAS has replaced Winnifred Steil as time buyer for J. Walter Thompson. Thomas has been with the agency as an assistant in the time buying department since 1947.

GANELES-LENGER WINE CORP. has named Parkin-Wilbur, Inc. to handle a newspaper, radio, and television campaign for its Kosher wines. The drive will start in January and continue through March.

JACK HAMMANN, former manager of daytime sales for the Dumont Television Network and prior to that an account executive with ABC, has taken a position as account executive with Special Purpose Films, Inc., producers of film for screen and television.

WALTER KANER ASSOCIATES, New York, have been named to handle publicity and promotion for Herbert Charles & Co., realty sales and management firm, also the "Schwab House," big apartment house being erected on the site of the former Schwab mansion. . . . Marty Horstman, formerly publicity director of the Hotel Commodore and previously with Wayne Varnum Associates, has joined the publicity firm of Walter Kaner Associates, New York.

MAIL POUCH TOBACCO CO. has named the Charles W. Hoyt Co., Inc. The company in Wheeling, W. Va. has used radio and television advertising.

SIDNEY A. JOFFEE has been elected vice-president in charge of merchandising of Pathe Television Corp., J. A. Stobbe, president has announced. Joffee resigned as general sales manager of Philharmonic Radio Corp. on December 1 to join Pathe.

HARRY SERWER, INC. will handle the advertising of Textron drapery fabrics. Account executive is James Serwer. Merchandising Consultants, Inc. have been appointed merchandising counselor for the division of Textron, Inc.

ELIZABETH ARDEN, INC. has placed all domestic advertising with Grey Advertising Agency, Inc.

CHAMBERS MANUFACTURING CO., watch band makers, to DuFine-Kaufman, Inc. Account executive is Stuart Cooper.

GNOME BAKERIES, INC. has named Lester L. Wolff, Inc. for newspaper, radio, television and trade paper advertising.

AUTOMATIC BURNER CORP., oil burner manufacturer, has named Olian Advertising Company, Chicago.

HERBERT E. BROWN has been appointed advertising manager for the Crosley Distributing Corp. in greater New York.

DOROTHY DOSTAL has become an account executive for Russell-Anderson. She was formerly with Textron, Inc.

Cities Covered By TV Linked Up In ABC Net

(Continued from Page 1)

in a 40-mile radius of these cities are more than three million TV homes. The letter stated that video itself is an "inefficient medium for the sale of TV receivers' 'since most viewers are already set owners.

ABC premises its special offer on the belief that the more than twenty million radio homes in the TV city areas offer the best market for immediate TV purchaser prospects.

Revlon Will Use Video To Advertise New Line

Revlon Products Corp. will use television extensively in a $2,000,000 advertising campaign in 1950 to feature new products. Martin Revson, v-p in charge of sales for the company says that it is the largest expansion program in the history of the company.

Introduced Individually

The new products will be introduced individually beginning in January with Aquamarine soap. Others will follow in February and March.

TV will be used in the Spring and Fall, according to the account executive for the William H. Weintraub & Co. agency, Norman B. Norman.

Wedding Bells

Larry Holcomb, assistant to the vice-president in charge of radio and television at Lennen & Mitchell, was married Nov. 29 to Alice McCafferey, radio and television copy supervisor at Kenyon & Eckhardt. The ceremony was performed at the Community Church of New York.

14th Dist. Members Convene At Salt Lake

(Continued from Page 1)

club today and a speech by Justin Miller, president of NAB, before the Kiwanas Club on Thursday. In addition TV demonstrations added to the convention interest. On Monday night, Judge Miller, and Ralph Hardy of NAB together with District Director Terry were interviewed on KSL-TV. A similar interview type of program was presented last night on KDYL-TV.

"This is our most productive district meeting to date," Terry said last night. "We have not alone got down to the serious business of discussing our broadcasting problems but we have carried the message of radio and television to the general public of the Utah area through the special addresses of Judge Miller and Mitchell."

Follows Pattern

Monday's session followed pretty closely the procedure of other district meetings. Richard Doherty of NAB discussed station operations costs; Judge Miller reviewed NAB activities and Carl Haverlin, president of Broadcast Music, Inc., also was heard. Haverlin thanked the broadcasters for making use of BMI music and thus creating new hits from the grass roots areas. He called attention to BMI's new slogan—"Fifty Fifty by Fifty Nine." This obviously means that fifty per cent of the music to be used will be furnished by BMI by 1959 when ASCAP contracts come up for renewal again.

Kolin Hager, as spokesman for SESAC, told of the company's plan to extend their catalogue to include tunes in the popular and folk music field. He indicated that SESAC did not contemplate meeting with the radio committee on the subject of licensing procedures.

William Kemp, KVER, Albuquerque, extended an invitation to the 14th district to hold their next meeting in New Mexico.

The resolutions committee was scheduled to meet last night and today the broadcasters will devote the sessions to the discussion of problems on the local level.

Gimbels Buys Time

Gimbels New York department store will sponsor 21 quarter-hour periods and 42 spot announcements weekly over WVNJ, Newark. The business is for an indefinite period and calls for daily musical programs and spots. The Levy Advertising Agency in Newark is handling the account. The presentations will begin at once.

WANTED

If you are a thorough reporter and able to write a stylized integrated newscast packed full of news and in fresh vernacular style. In first letter write references, salary, experience and if possible include samples to Box 291. Samples will be returned. RADIO DAILY, 1501 Broadway, New York City.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 7, 1949—TELEVISION DAILY is fully protected by register and copyright

FORD, CHEVVY IN VIDEO BATTLE

TELE TOPICS

THE ONLY APPARENT REASON for the recent network debuts, on NBC, of "Chicago Jazz" and "Studs' Place" is economic. The former is 15-minutes of uninterrupted music — Dixieland by a group of house men called the Tailgate Seven, and wonderful songs by Connie Russell. Darn good listening, but nothing to see. Even the charms of the beauteous Miss R. can't sustain a show all alone and the stanza was not helped any by the unimaginative direction. Finally, if they don't want to alienate jazz purists, they'd better get rid of the sheet music that was lying around the place. . . . The direction in which "Studs' Place" is headed is not quite clear at this juncture. Set in a customer-less bar, it appears to be a mood piece and bears a resemblance to some of Saroyan's work. There are the proprietor, Studs Terkel, pianist - singer Fletcher Butler and a moocher known only as "Horse Player" (Norman Gottschalk). It's mostly talk, with a little music thrown in. With sharper delineation of characters and improved scripting it could be fairly interesting, but in its present state it's all kind of empty.

•

LES HAFNER and Chuck Vetter yesterday began shooting at their Motion Picture Stages Inc. on a new three-reel United Nations film titled "Our Town, The World." Shooting sked runs eight days. Written by Joseph Moncure March and starring Dorothy Peterson, film will get TV and theatrical release. Helen Van Dongen and Kevin Smith represent UN at the studio. . . . DuMont and Whelan drug stores will supply the entertainment at the Ad Club's Christmas party next Tuesday at the Astor. Titled "Cavalcade of Stars," show will be presented by Stanton B. Fisher agency and produced by Milton Douglas. Stage will be a 50 by 20-foot scale replica of a DuM receiver. . . . According to Look mag, nearly $10,000,000 will be spent this year on Howdy Doody merchandise.

•

ON READING in Newsweek that Berle and Wynn may go bi-weekly next year, flack Jack Perlis wrote the mag suggesting that the stars be paid in alternating currency and the cue-tossers in direct currency. Yesterday he received a letter from the editors of the book stating: "We probably would have printed your comment . . . but it would only have been stolen by Berle." . . . The Paramount Theater this week is screening recorded highlights of UN sessions as a regular part of its evening fare. Students of Columbia University, who are studying the effectiveness of the TV cover, are scattered throughout the house to observe reactions of the audience to the presentation.

Drug Chains Contract For Second DuM Show

Drug Store Television Productions, comprised of 14 major retail drug chains, yesterday signed with DuMont for a million-dollar hour-long variety show to be aired Tuesday nights, 9 p.m., over 18 stations beginning Jan. 17.

The group, represented by Stanton B. Fisher agency, also bankrolls "Cavalcade of Stars" on the web. Appropriations for the two stanzas will total $2,000,000 next year, it was said.

Milton Douglas to Supervise

Program will be supervised by Milton Douglas, producer of "Cavalcade" for Fisher. Title, format and talent have not yet been selected.

Cities and participating stores are: New York, Whelan; Philadelphia, Sun Ray; Baltimore, Read; Washington, Peoples; Pittsburgh, Sun; Cleveland, Gray; Detroit, Cunningham; Chicago, Walgreen; Dayton, Gallaher; Cincinnati, Dow; Columbus, Grey; Boston, Liggett; Richmond, Peoples; Atlanta, Jacobs; Minneapolis and Louisville, Walgreen; Rochester, Daws, and Los Angeles, Owl-Rexall.

Interstate Bakeries Sign For "Cisco Kid" Series

Interstate Bakeries has signed for the Cisco Kid TV film series for airing in California and Mid-West markets. Films will be produced, in 16mm. Kodachrome by Philip N. Krasne at the rate of 52 a year for ten years. Radio rights to the stories are controlled by Frederic Ziv Co. Dan B. Miner is the agency for Interstate.

Tele Crime Shows Hit By Coast Listener Unit

Washington Bureau of RADIO DAILY

Washington — A stiff protest against the crime shows on six of the seven Los Angeles video stations has been filed by the FCC for consideration when it gets around to granting initial licenses. The stations are not formally licensed yet.

Chairman Wayne Coy yesterday circulated through the Commission the protests received from the Southern California Association for better Radio and Television. The group, in letters signed by President Clara S. Logan, called upon the stations for improvement in programming, and enclosed copies of a survey of crime shows during the week of November 1.

Statement By Mrs. Logan

"Our association is protesting the type of program as listed on this report," Mrs. Logan wrote; "television comes into the home, and many children are looking at these programs. We believe that without too much effort your station could substitute acceptable programs which would be suitable for family viewing and listening. We offer you our fullest support and co-operation, and will do all we can to promote the good programs on your station."

Combined Budgets For '50 Near $4,000,000

Two giants in the low-priced automobile field—Ford and Chevrolet —have locked horns in an advertising battle that probably will bring about $4,000,000 into TV's coffers next year.

Operations of the two manufacturers in video have been completely dissimilar. Chevrolet began using the medium experimentally three years ago, tried many different types of programs and now bankrolls two network shows with various dealer groups sponsoring local promotions.

Ford, on the other hand, is a relative newcomer, with the bulk of its expenditures going into two shows, "Ford Theater," on CBS, and Kay Kyser on NBC. The former, with cost estimated at $25,000, is now a bi-weekly feature, but may be aired every week after the first of the year. The Kyser stanza, which bowed last week, is said to cost $23,000 for production, exclusive of time.

Earlier Show Folded

"Ford Theater" is a promotion of the home office, handled by Kenyon & Eckhardt, while Kyser is a Ford Dealer Show, produced by J. Walter Thompson. An earlier dealer show, "Through The Crystal Ball," folded after about six airings last season.

Both Chevrolet web shows are handled out of the home office. They are "Inside USA With Chevrolet," a bi-weekly on CBS with production budget of $20,000, and "Chevrolet Tele Theater" on NBC, cost about $6,500 exclusive of time. In addition, Chevvy probably will repeat Notre Dame football coverage, aired this year over DuMont at a cost estimated between $100,000 and $150,000.

NBC Rear Projection System For Backgrounds Announced

Completion of a new rear projection system said to offer an adequately lighted picture without flicker was announced yesterday by NBC engineering veepee O. B. Hanson.

The system will be used for the first time on "One Man's Family" in the near future.

Developed by NBC's engineering development group under the direction of Hanson, and by G. M. Nixon, manager of the development group, with assistance from Roland A. Lynn, staff engineer, and Edward P. Bertero, the new unit was constructed according to NBC specifications by the Holmes Projection Co. under supervision of O. J. Holmes. Active also in the development was A. W. Protzman, technical production director, and the NBC TV operating group.

The new process, technical details of which are secret, involves the blending of a motion picture's present 24 frames per second with video's basic rate of 30 frames. It consists of a specially designed projector from which standard 24-frame-per-second motion picture film is thrown onto a translucent background projection screen. The projected image, plus live talent action, is then picked up by a standard image - orthicon camera operating at 30 frames per second from the opposite side.

Midwest Theater Assn. Files For TV Channels

Washington Bureau of RADIO DAILY

Washington—Advancing the argument that many in the Kansas-Missouri area will not be able to afford home video sets for years to come, the Kansas-Missouri Theater Owners Association yesterday petitioned the FCC for a rule-making procedure to provide for theater TV channels. The Commission is reported preparing an announcement of such a hearing.

The petition, filed yesterday by attorney Marcus Cohn, did not differ substantially from similar petitions filed by other exhibitor groups within the past few weeks.

Von Wesdell (Pooch) Hits Gaines Jackpot

(Continued from Page 1)

footmen. From there 'Konrad' will be wisked to Manhattan's Plaza Hotel for a press reception which, according to the agency, will be covered by radio, newspapers, television, and newsreels.

'Konrad's' prizes include a five-day stay at the Plaza, the station wagon, a two-room kennel, a custom built private swimming pool with ramp, a television set (to watch, says B&B, "man fights"), a custom tailored fur-lined dog jacket, a $500 gift certificate for use in one of New York's swank shops, dog perfume, and, of course, a private fire hydrant.

B&B have arranged personal appearances for 'Konrad' on a variety of radio and TV shows, and magazine and newspaper feature writers are expected to lead a dog's life for the next five days.

The "Lucky Dog" contest was promoted via the "Juvenile Jury" program, sponsored by General Foods in behalf of Gaines Dog Foods over the Mutual web.

New Service Announced By Cardinal Package Firm

Hollywood—The Cardinal Co., radio-television production firm, has offered to distribute unreleased program series for radio packagers.

Joseph F. Mac Caughtry, president, says his company is searching for transcribed shows to release through their set-up. Cardinal has found the demand for new shows exceeding their supply, he says.

The policy will help Cardinal expand its available transcribed programs and at the same time, offer independent producers a means of getting a national release. Cardinal now does business with more than 500 radio stations throughout the country.

The pattern has been used with success by the motion picture industry in which a producer not only makes films, but arranges for releases by independents.

A survey, Mac Caughtry indicated, was being conducted to determine the possibility of a similar project for television films.

Other programs now handled by Cardinal include Sleepy Joe, The Anderson Family, Adventures by Morse, and Marvin Miller—Storyteller.

Greyhound-Florida On ABC

Florida Greyhound Lines are sponsoring ABC broadcasts of Elmer Davis three days a week over five Florida radio stations. It began Monday, December 5, for 13 weeks. The Lines will sponsor on Monday, Wednesday and Friday over WQAM, Miami; WMFJ, Daytona Beach; WSUN, St. Petersburg; WPDQ, Jacksonville and WHOO, Orlando. Besmont and Hohman of Atlanta, Ga., is the agency.

COAST-TO-COAST

Will Air Rally

Norwalk, Conn. — WNLK will broadcast the Citizens Rally to discuss the school building program and its financing on December 9th from 8:30 to 9:00 p.m. The rally, which will be held at the High School here, is being sponsored by the Central Council of PTA, Board of Education, League of Women Voters of Norwalk, the AAUW, Teachers' Association and the Central Labor Union.

Gets Promotion Award

Charlotte, N. C. — Crady Cole, WBT commentator and farm editor, was awarded a scroll of appreciation by the Retail Grocers Association at the conclusion of that group's annual Exposition and Food Show held here. Cole broadcasted daily about the Food Show and was present in his WBT booth there to hand out samples of the many products featured in his broadcast.

Ambassador Speaks On KFH

Wichita, Kans.—George V. Allen, formerly Assistant Secretary of State, now newly appointed U. S. Ambassador to Yugoslavia, was heard over KFH and KFH-FM, Friday evening, December 2nd. Allen, who appeared here as the highlights of the third annual conference of the Kansas Commission on UNESCO, broadcast directly from the First Methodist Church.

WRGB All Star Banquet

Schenectady, N. Y. — Bob Bender, sportscaster of WRGB and WGY, selected an all-star scholastic football team with the assistance of twenty-two coaches of High and Parochial schools in the WRGB signal area. Coaches and the members of the all-star team were guests of WRGB at a banquet Nov. 28th and later appeared on Bender's sports show.

Sponsoring Series

Los Angeles, Calif.—The General Electric Company is sponsoring Monday, Wednesday and Friday participations on the KNX "Sunrise Salute" series and eight additional weekly spot announcements on KNX. The series began November 29. The agency for the order is Batton, Barton, Durstine and Osborn in New York.

Last Streetcar Ceremony

Richmond, Va.—The running of the last electric streetcars in this city took place November 25. To cover the event, WMBG and WCOD remote equipment was on hand and recorded interviews with the oldest streetcar operator in the city as he made the last seven mile run to the junk pile. This was incorporated into a coast to coast feed to the NBC radio network on the News of the World program the same evening.

WDRC Aids Celebration

Hartford, Conn.—The 100th anniversary celebration at Teacher's college at New Britain, will take place on January 22, 1950. Long range planners at the college already have arranged with WDRC for a half-hour's broadcast time at 4:30 p.m. for that day. The broadcast will originate directly from the college.

Cole Named By N. C. Governor

Charlotte, N. C. — Grady Cole, commentator and farm editor of WBT, has been appointed by Governor Kerr Scott as one of seven members of the N. C. Communications Study Commission, which was brought into being by legislative act during the last session of that body.

"Fun With Music" Moves

Silver Spring, Md. — "Fun With Music" and disc jockey Bob Falcon moved from the studios of WGAY-FM to Holiday House on December 2. The "House," a white frame building in the Silver Spring shopping center, will house the show from then until Xmas. Falcon, who usually takes telephone requests, will change the format to allow the records to be spun from the studio.

Oil Co. Sponsors Basketball Sked

(Continued from Page 1)

in Philadelphia, the company will televise five twin-bill contests in which the University of Pennsylvania and Villanova will meet opposing squads and two single games on the Penn schedule. Sponsorship of the Penn. telecasts by Atlantic will enter its third consecutive year this season. Byrum Saam and Claude Haring will do the play-by-play.

Bob Hendrechson will announce twenty-five games scheduled by Syracuse University over WAGE, Syracuse; Bill Moore will cover twenty-one Seton Hall games over WNJR, Newark; and Bill Mazer, aired by WKBW, Buffalo, will describe nineteen between Canisius College hooplas. All colleges covered are strong basketball schools with heavy followings among the local populace.

N. W. Ayer & Son, since 1936 Atlantic's representative, handled.

WHLI Sets Ski Program

News of ski club activities and special events and reports on skiing conditions in the New York and New England area will be broadcast every Thursday from 7:50 to 8 p.m. over WHLI-FM in Hempstead, Long Island. Bob Barry, ski columnist for the Long Island Press and Ski Magazine, will be featured.

RADIO EXECUTIVES CLUB
OF NEW YORK

LUNCHEON-MEETING
THURSDAY, DEC. 8
HOTEL ROOSEVELT
AT 12:30 P. M.

GUEST SPEAKER—Lowell Thomas, Jr., son of the famed CBS newscaster, who will discuss the recent Tibet expedition made by him and his father in addition to showing films made during the journey.

ADMISSION: $3 for members, $3.75 for non-members.

RESERVATIONS: Claude Barrere, MU 6-0238.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 45 NEW YORK, THURSDAY, DECEMBER 8, 1949 TEN CENTS

PLAN INDUSTRY STATISTICAL BUREAU

Say AM Sets Now Go To Non-Video Areas

Washington Bureau of RADIO DAILY

Washington—Several large manufacturers are said here to have discontinued all shipments of radio receivers to those areas where television service has won wide acceptance in an effort to provide as many receivers as possible for radio-hungry Xmas buyers elsewhere.

At the same time, there is recognition that the demand in television areas for sound radio sets is very strong, and these same manufacturers are planning to keep their lines

(Continued on Page 5)

Baker Gets Promotion With WKBW In Buffalo

Roger Baker, for the past 18 months commercial manager of WKBW, Buffalo, has been promoted to assistant to the president, Dr. Clinton Churchill, president and general manager announced yesterday. Baker started his radio career at WKBW in 1928.

He broadcast over the Buffalo station for 11 years following his entry into the radio field and is credited with having introduced play-by-play

(Continued on Page 2)

Fineshriber Show Set To Debut On Mutual Web

The first in a series of Hollywood originated shows introduced by Mutual vee-pee Bill Fineshriber will debut Christmas Eve over the full net when "Comedy of Errors" will be aired for a premiere performance. Show format calls for audience participation in finding errors in a ser-

(Continued on Page 2)

Guesting

Margaret Truman has elected to sing an aria from a Puccini opera and two Christmas carols when she inaugurates her winter concert tour on ABC's "Carnegie Hall" on Dec. 20. She will be supported by the Robert Shaw Chorale in this, her first professional appearance in New York City. Her nationwide tour continues until March 30.

Ohio Broadcasters Plug Xmas Set Sales

Akron, Ohio — "Give a radio for Christmas" has become the slogan for the Ohio Association of Broadcasters in a campaign to increase radio listenership in Ohio. Stations over the entire state have joined in the drive originally fostered at the Cleveland Sales Clinic in November.

Carl George, president of the OAB started the ball rolling and a drive to get year-round support is now under way. OAB has supplied scripts to every station in Ohio.

Contest Techniques Revealed By Speaker

Tried and true ideas used by advertisers in contests still pay off the best, F. Harvey Morse, account executive of the Reuben H. Donnelly Corporation, said at a meeting of the American Marketing Association in the Shelton Hotel on Tuesday.

Experience shows, he continued, that novel ideas *per se* in contests are not successful. The old reliable contests requiring the writing of

(Continued on Page 3)

Church Group Purchases Time On ABC Network

Endicott, N. Y.—ABC has signed the American Council of Christian Churches for a 13-week series of Saturday afternoon broadcasts entitled "Bible Messages" originating

(Continued on Page 3)

NAB, RMA, BMB And Gov't Officials Meet In Effort To Provide Figures On Receiver-Mfg., Ownership

In a step toward formulation of an organization to provide reliable figures on radio and television set production and ownership throughout the country, representatives of NAB, RMA, BMB and the U. S. Department of Commerce met with six major manufacturers at BMB headquarters

(Continued on Page 3)

Radio-TV Stations To Aid Scout Drive

Twenty radio and TV station representatives met with Warren Jennings, radio-television chairman of the Greater New York Boy Scouts campaign yesterday at a luncheon at the Hotel Roosevelt and heard Scout executives explain the $2,000-000 fund drive which will be conducted January 4 to February 12th. The stations agreed to support the Boy Scout drive and preliminary

(Continued on Page 5)

Hoy Named President Of Maine Broadcasters

Waterville, Maine — The Maine Broadcaster's Association elected Frank Hoy, general manager of WLAM, Lewiston, president at their meeting held at Colby College. Harold Glidden, general manager of WAGM, Presque Isle, was elected

(Continued on Page 2)

Columbia Records To Plug LP's In Special Program

"Columbia's LP Parade," sponsored over WCBS and a selected group of eight other stations, will be heard in a two-shot Sunday series

(Continued on Page 3)

Protestant Radio Unit Hits Baptist FM Grant

Washington Bureau of RADIO DAILY

Washington—The Protestant Radio Commission has lodged a protest with the FCC against allocation of channels in the non-commercial educational FM area for a system of low-powered stations for the Baptist church. The church commission, headed by Everett Parker of Yale University and Chicago, feels that while the church should be per-

(Continued on Page 3)

New Recording Turntable Being Developed By RCA

Atlantic City—Expressing satisfaction over the growing acceptance of the 45 r.p.m. record players and the new line of recordings, Radio Corporation of America field representatives in conference here confirmed

(Continued on Page 3)

NAB Reveals FM-Lease Plan For Music And Special Events

Washington Bureau of RADIO DAILY

Washington—New sources of additional FM revenue from leased receivers for musical and special events program are described in a new study now being mailed FM members of NAB. The study, prepared by the FM director, Arthur Stringer, is based on reports from San Diego, Calif.; Topeka, Kans., and Evansville, Ind.

The new plan, involving the leasing of the receivers, has been developed to fit the needs of such clients as hotels, restaurants, private clubs, stores and factories. A "muting device" in the leased FM receivers, operated by a supersonic signal from the transmitter, eliminates portions of the FM program as broadcast, so that the leased sets receive only the music and special-events portions of the schedule,

(Continued on Page 2)

Whodunit Sequel?

Bandleader Leo Dryer solved two of four fictional crime puzzles on WOR's "Five Mysteries" program and walked away from the show with 200 mystery books. Returning to his car from the show, Dryer found that thieves had broken into it and stole his wife's fur coat and a traveling bag. Unable to solve the crime, he went to the police.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Dallas, Texas
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FINANCIAL

(December 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 5/8	7 5/8	8 3/8	+ 1
Admiral Corp.	30 1/8	29 1/2	30 1/8	+ 3/8
Am. Tel. & Tel.	148 1/2	148 1/8	148 1/2	+ 1/4
CBS A	26 1/2	25 3/8	26 1/2	+ 1 1/4
CBS B	26	25 1/2	26	+ 7/8
Philco	29 3/4	29 1/2	29 3/4	+ 1/4
RCA Common	13 1/8	12 3/4	13 1/8	+ 3/8
RCA 1st pfd.	74 1/2	73 5/8	74 1/2	+ 1 1/2
Stewart-Warner	12 1/4	12	12 1/4	
Westinghouse	30 3/8	29 7/8	30 3/8	+ 1/2
Westinghouse pfd.	101 1/2	101 1/2	101 1/2	
Zenith Radio	31 3/8	30 3/4	31	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17	16 3/4	17	+ 1/8
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab	14	15
Stromberg-Carlson	12	13 1/4

Gets Dramatic Role

Maureen Ryan, WQXR receptionist, will play the role of the shoplifter in the national company of Sidney Kingsley's "Detective Story." The road company will open in Milwaukee on December 19 and will tour the midwest later.

Miss Ryan has been at WQXR for five years and lives in New York City. She was winner of the John Golden auditions in 1946, over 1,387 aspiring actors and actresses.

WANTED

If you are a thorough reporter and able to write a stylized integrated newscast packed full of news and in fresh vernacular style. In first letter write references, salary, experience and if possible include samples to Box 291. Samples will be returned. RADIO DAILY, 1501 Broadway, New York City.

Baker Gets Promotion With WKBW In Buffalo

(Continued from Page 1)

baseball broadcasts to western New York audiences.

In 1939, Baker replaced Red Barber at WLW, Cincinnati as a sportcaster and three years later assumed responsibility for promotion and public relations there. He was also a member of WLW's management committee and later was appointed account executive in charge of home office sales.

He became manager of KOB, Albuquerque in 1947 and returned to WKBW in August 1948 as commercial manager. He has also broadcast a daily newscast over WKBW since that time.

Fineshriber Show Set To Debut On Mutual Web

(Continued from Page 1)

ies of skits for take-home loot. It will be emceed by Jack Bailey.

Fineshriber, formerly national program manager for CBS, has been at Mutual for the past six months in charge of programming.

Santa Claus Program Gets Simulcast In Ohio

Columbus—F. & R. Lazarus Co., Columbus, Ohio, is sponsoring the first local simulcast in the central Ohio market over WBNS, WELD-FM and WBNS-TV, it has been announced. A five-a-week, 15-minute program, the "Santa Claus" show is aimed at a youthful audience and has a format which calls for a daily mythical plane ride (on film) to the North Pole workshop of jolly St. Nick. The live part of the show then takes place in Santa's workshop, as the children see and hear of Christmas Day preparations being made by Santa and his gnome helpers.

Pinch-Hit For Baukhage

Washington — John Daly, Jack Beall and Gordon Fraser will pinch-hit for ABC's H. R. Baukhage during the second week of his vacation from his Monday-through-Friday 1 to 1:15 p.m. newscast. Daly will be heard on December 19 and 21 while Beall will appear on December 20 and 22. Fraser will take the final show on December 23. Albert Warner is taking Baukhage's place the first week, December 12-16, as previously announced.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address inquiries to
Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y.

Seeks Support

New York radio stations were asked yesterday by the National Foundation for Infantile Paralysis to lend their support to the March of Dimes drive during the period of January 16th to 30th. Similar appeals will be directed to stations in regional area offices of the Foundation.

Hoy Named President Of Maine Broadcasters

(Continued from Page 1)

vice-president and Gordon Lewis, general manager of WIDE, Biddeford, secretary-treasurer.

The ABC v-p in charge of programs and television, Charles Barry, spoke at the session on the future of TV as it may affect Maine Broadcasters.

Joins Emerson Corp.

Commodore John D. Small has been named executive assistant to the president of Emerson Radio and Phonograph Corporation, Benjamin Abrams, president, announced on Monday. Small is a former executive officer and chief of staff of the War Production Board. He will administer various Emerson activities and the television production program for next year.

New FM-Lease Plan Told In NAB Survey

(Continued from Page 1)

while sets not so equipped receive the complete program, including announcements and newscasts, Stringer explained.

The study is one of a series designed to help FM stations increase revenue. Previous studies have covered transit radio, storecasting, and other means of adding to normal advertising income.

College Cultural Shows Offered Boston Listeners

Boston — The home of the bean and the cod is now piping college culture into the living room via WBMS-FM. The courses are recorded in the classrooms of Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts on a tape.

The first of the half-hour, Monday - through - Saturday series was heard last night at 7:30. The courses were arranged by the Lowell Institute Cooperative Broadcasting Council.

WBMS-FM listeners will be urged to send their names in an informal roll call to the station.

The battle's on!



This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough, competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-I-T-H comes in for smart advertisers. For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-I-T-H.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. For more facts about this big bargain buy, call in your Headley-Reed man and get the W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

Contest Techniques Revealed By Speaker

(Continued from Page 1)

jingles, 35 words on a product, naming a new product, and writing slogans are still the best, Morse said.

Other rules for successful contests include adequate promotion, an adequate prize budget, trouble-proof rules, and competent judging, the Donnelly executive said. The danger of ghost-writers and entries plagiarized from other contests left no room for amateur judges, he added. Bad judging would have an adverse effect on good will for the sponsor, Morse said.

Morse went on to say that some advertisers consider contests undignified. He pointed to the fact that contests were run by all types of advertisers, from soft-drink makers to railroads.

The need for spectacular promotion, to move a product quickly, and new products were given as reasons for staging contests by Morse.

The objectives of contests outlined were: increased sales by getting store displays, giving copy writers a new approach, giving salesmen something unusual to talk about, increasing radio ratings and newspaper readership, encouraging potential buyers to come to the dealer, and developing public relations.

Comments on Giveaway

In an interview with RADIO DAILY after the speech, Morse said he was not against radio give-away shows. He said he did not consider them lotteries because no cost or consideration was required of the participants. The phone call type of contest is not a lottery, he continued. Furthermore, the decision of whether shows were lotteries or not was not up to the FCC because they lacked judicial power, he concluded.

New Recording Turntable Being Developed By RCA

(Continued from Page 1)

reports that the new 1950 RCA-Victor line will include a two-speed turntable to play the conventional 78 r.p.m. discs and the long playing 33 1/3 discs introduced by Columbia Records. A separate turntable will be offered to play the R.C.A. 45 r.p.m. records.

While the announcement was interpreted as a bid by RCA to corral some of the 33 1/3 business there is no indication that the company will begin production of 33 1/3 recordings. On the other hand company officials state that sale of 45 r.p.m. recordings has spiraled upward in the past few months and that the holiday business on both turntables and records may exceed available stocks.

It is anticipated that total record sales for 1949 by all manufacturers may reach 1948's 200 million.

Need Of Radio-TV Research On Receivers Discussed

(Continued from Page 1)

in New York yesterday. The meeting chaired by L. K. Alexander of General Electric's electronic division, was called to explore plans for an industry statistical bureau. Among those attending was Ken Baker, NAB director of research and acting president of BMB which will soon complete their second audience measurement study.

Alexander said that "there is some possibility" that the group would meet again" sometime after the first of the year" and, if another meeting is held at that time, an official announcement might be forthcoming.

Questioned about the paucity of radio receivers on retail dealers shelves as reported in RADIO DAILY yesterday, Alexander disagreed with the reasons put forth by other manufacturers. He said he believed the scarcity was due to the generally gloomy economic forecasts made last summer and by the articulately expressed fears of a general economic recession following recent years high sales. He said the entire industry was misled by last summer's general sales slump.

Other manufacturers had stated that radio receiver production cutbacks were based on the idea that TV receiver sales would cut heavily into AM and FM receiver sales.

Alexander said he believed that radio production in 1950 would at least equal 1949's.

Columbia Records To Plug LP's In Special Program

(Continued from Page 1)

on December 11 and 18. Program will highlight selections from Columbia's LP catalog with a commentary by Harry Marble.

Show will be heard over, in addition to WCBS, WEEI, Boston; WBBM, Chicago; KCBS, San Francisco; KNX, Los Angeles; WCCO, Minneapolis-St. Paul; KMOX, St. Louis; WTOP, Washington; and WCAU, Philadelphia.

The agency is McCann Erickson, Inc.

16th Anniversary

CBS soap opera "Ma Perkins," sponsored by Procter & Gamble for Oxydol, celebrates sixteen years of broadcasting December 13. Soaper, which bowed on the network only four months after being introduced as a local over WLW, Cincinnati, in 1933, has won a number of awards for its story line. Dancer, Fitzgerald, Sample is the agency.

Wedding Bells

Mark Hawley, former NBC newscaster and now director of television show, "Bonnie Maid Versatile Varieties," was married last Monday to Maggie Bride. The ceremony was followed by a reception at the home of Kenyon Nicholson, author.

Van To Host 'Poultry Queen'

Margaret Phelan, vocalist who has been named Queen of the New York Poultry Show, to be held December 7-11 in the 14th Street Armory, will make a guest appearance on the Lyle Van Show on Thursday (WOR, 6-6:15 p.m.). Miss Phelan will discuss the many honorary titles she has been awarded by various organizations during the past year.

Ezra Stone Guest Of Gagsters

Ezra Stone, creator of the comedy character, Henry Aldrich, will be a guest of the Gag Writers Institute next Tuesday at the Headquarters Restaurant.

Church Group Purchases Time On ABC Network

(Continued from Page 1)

from the studios of WENE, Endicott. The Rev. Dr. Paul R. Jackson, president of the Baptist Bible Seminary, will be the featured speaker and music will be supplied by the 60-voice Seminary Chorus and the Gospel Seminaries, a male quartet. Series starts Dec. 10.

Protestant Radio Unit Hits Baptist FM Grant

(Continued from Page 1)

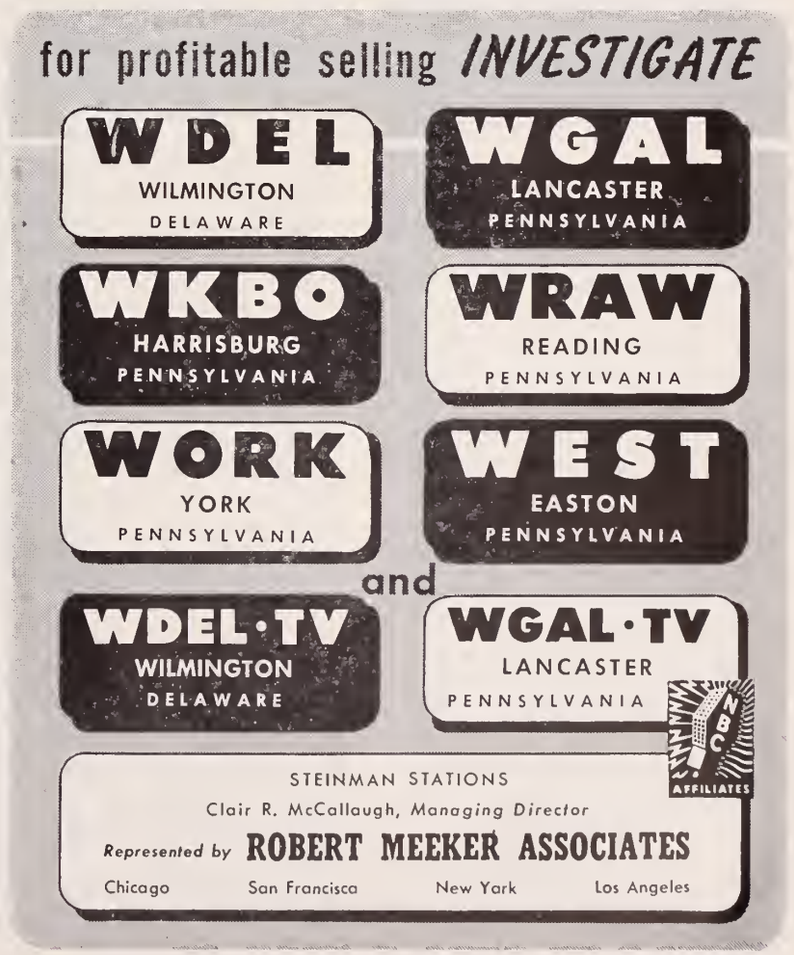
mitted to compete with commercial broadcasting in the regular commercial FM region, it should not be granted any special reserved channels.

Reservation of channels for the church group would be contravention of the Constitution, the PRC said in a statement filed by Former Commissioner Clifford J. Durr. On the other hand, he said, it is quite within the Constitution for the church to apply for and be granted, broadcast licenses on an equal footing with private interests also seeking to qualify on the ground of their ability to serve the public interest.

The matter has been set for hearing by the FCC, with the date not yet chosen.

Pinch-Hits For Baukhage

Straight Facts for Veterans, produced in cooperation with the Veterans Administration, will return to the WCBS mikes on Saturday, December 10 after a three-months absence. The show will be heard on alternate Saturdays, 4:00 to 4:15 p.m. Inside the Veterans Administration is the subject of the first program.



AGENCIES

THE New York office of the Durk Advertising Agency, has been awarded the advertising account of Hollywood Television Productions, large scale producers of films for television, training programs and public relations motion pictures. Richard A. Bergstrom is the agency account executive. Media to be used will consist of direct mail, business papers, trade publications and merchandising aids.

BROCK-HALL DAIRY CO., New Haven Connecticut, has appointed the Charles W. Hoyt Company, Inc., New York, its advertising agency effective January 1, 1950.

BROADCAST MEASUREMENT BUREAU announces the resignation of Cortlandt Langley, assistant to the president and director of subscriber service. The resignation is effective December 1, 1949. Langley is forming his own company for the production and sale of television package programs.

MURRAY D. KIRKWOOD is the new account executive of the Sun Oil Co. for Hewitt, Oglivy, Benson & Mather.

JACOB H. GEISE has been named vice-president in charge of finance of Young & Rubicam, Inc., Sigurd S. Larmon, president has announced. Harry Enders, secretary and assistant treasurer of the agency, will succeed Geise as treasurer. George Farrand will become assistant secretary and M. Wray Witten, controller.

MATTHEW CALDERWOOD has moved from the New York office of J. Walter Thompson Co. to the agency's Detroit branch. He will head the traffic and production department in the motor city.

GEORGE BALTERMAN has joined the executive staff of Storm & Klein, Inc., advertising agency, A. E. Storm, president, announced yesterday. Balterman has been advertising manager of Schenley Distributors, Inc. for the last year and previously was coordinator of all advertising; sales promotion, and merchandising in the monopoly states for Schenley divisions. Park & Tilford Distillers, Inc. and Park and Tilford Import Corp. are among the agency's accounts.

Radio Clue Pays Off

John Wiley Johnson, a fugitive from justice since 1946, was recently captured in Willits, Calif. by the F.B.I. as the result of a lead furnished by a listener who heard his description over Mutual's "True Detective" program of July 31, it was announced yesterday. The listener, who asked that his name not be revealed, received a $1,000 award for supplying the information which led to the capture.



Man About Manhattan. . .

● ● ● Open season for charity campaigns has radio programming departments dizzy. In New York alone stations were requested to support eight different appeals during the month of Nov. . . . Rumored in the corridors of the RCA Bldg. that if an executive is assigned to the radio division in the realignment of radio and TV at NBC, his future is not as secure as that of the television boys. . . . Efforts to sign Gen'l Ike Eisenhower for a radio series continue with an auto sponsor making overtures. . . . P & G's "Big Sister" now being handled by Compton, with James J. Seaborne producing the show. . . . Howard Lane, advtg. manager of Ronson, wires that you can always tell it's winter when agency execs fly South. . . . "Auction-aire" renewed another 13 weeks and is going to Western TV network as well . . . Dave Burns, comic of "Make Mine Manhattan," starring in "Young B'way" on WPIX starting tonite. . . . Charlie Holmes leaving the Bob Monroe staff to become sales manager for a Danville, Va., station. . . . With so many beer sponsors on TV, Harvey Stone calls it first glass entertainment.

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● ● ● WHAT THEY LOOK LIKE: TED MALONE: A successful Card and Gift Shop owner, devoting his life to browsing. . . . EDDIE DUCHIN: An architect who does his planning at the piano. . . . HENRY MORGAN: A real estate renting agent who has a funny observation and hilarious interpretation for every clause in your lease. . . . ARLENE FRANCIS: A chic dep't store buyer of men's pajamas. . . . FRANK GALLOP: The Dean in an exclusive finishing school for young ladies.

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● ● ● Even a press agent can let publicity go to his head. Not long ago, one of New York's more popular p.a.'s was enjoying the sight of his own name in print almost daily. He got so used to it, and relished it so, that after a while he and his staff began neglecting the clients to concentrate on Mr. Press Agent himself. One afternoon, an ambitious young assistant barged into the office. "I did it," the enthusiastic kid screamed. 'I'm getting a four-page layout in LOOK for that new gal singer we're handling." Instead of the expected big slap on the back, the infuriated publicity head turned on him and yelled: "Listen, you. Always remember one thing here. You're working for me—not my clients!"

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● ● ● Drew Pearson's hat-to-hat sponsorship shift (from Lee chapeaux to Adam) posed quite a problem of sponsor-identification under the new bankroller regime. Weintraub agency reports, however, that the latest Hooper sponsor-identification rating for the commentator under the Adam banner is 43.1 for the Sept. 11-Nov. 6th period. This is within 6 points of the final Lee rating of 49.5 for the six weeks of July and first half of Aug.

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● ● ● SMALL TALK: The World-Telly's Marie Torre and Harold Friedman, ABC-TV producer, are finally honeymooning at El Rancho Vegas. . . . At 24.8, John Cameron Swayze's Camel News Caravan has the highest Hooper of any news program regularly heard on TV. . . . And speaking of ratings, Lux Radio Theater has been No. 1 in both Hooper and Nielson since the season started. . . . Skee Wolff, writer-producer at WBBM, CBS-owned Chi outlet, has penned a war novel which will be published by Crown in the Spring. . . . At Guy Lombardo's East Point House Restaurant in Freeport, the menu lists "The Sweetest Lobsters This Side of Heaven."

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SAN FRANCISCO

By NOEL CORBETT

JOLLY BILL'S KNBC five p.m. airer slanted toward the kid audience is now sponsored by the Call-Bulletin.

Walter Davison, now representing Lang-Worth Feature Programs on the Coast, up from Hollywood for the NAB regional.

Edgar Bergen in town to ready his December 11 broadcast from the Marine Memorial. With him Frank Gill, producer, Bill Baldwin, announcer and writers Hugh Wedlock and Howard Synder. While here Bergen toured Chinatown with his group chosing talent from the night clubs for his local emanation.

Jack Carson passing through on his way to Oakland to do an Elks Benefit.

John W. Elwood, General Manager of KNBC and NBC veepee, leaving for Sacramento to attend the National Conference of the Citizens' Committee for the Hoover Report December 12-13. George Greaves, assistant to Elwood, will participate in Governor Warren's Conference on Employment in Sacramento this week.

Familiar faces around the Mark Bar after the NAB meet of fellows who've worked here 'n' there in radio, but here now: Wilt Gunzendorfer, Ed Barker, Phil Lasky, Grant Holcomb, John Thompson and many others.

Renew Jewish Philosopher

The Jewish Philosopher, radio's longest running Jewish program, has been renewed for the thirteenth (13) consecutive year by the Carnation Company, through Erwin, Wasey & Co. Inc. The Jewish Philosopher appears daily, at 2:00 p.m. over station WEVD, New York. This program is produced and managed by C. I. Lutsky Enterprises Inc.



Say AM Sets Now Go To Non-Video Areas

(Continued from Page 1)

working at top speed to take care of this demand.

RMA reports that the plaints of dealers in such non-TV areas as Denver and others throughout the area west of the Mississippi have been especially loud, with manufacturers sadly admitting that they underestimated the market badly.

"They know now that there is plenty of life in the market, and production has been going up this fall," said an RMA spokesman, "but it is a fact that a lot of our members were getting ready for the funeral of the AM-set market this spring."

Here in Washington there are shortages on the better grade table and combination sets, and also on FM-only models. The scarcity of FM-only models has been reported in other cities with extensive FM service, according to FMA.

Profit Sharing Plan Of P. & G. Explained

Procter & Gamble's profit sharing plan was called "incentive in its broadest and most inspiring, compelling sense" by William G. Werner, company executive, in an address before the Council of Profit Sharing Industries last week.

Werner said the plan, started in 1887 by Procter & Gamble, is the oldest in continuous operation in this country. He continued "Overall, our plans fully justify and, we hope, make clear to the rank and file of employees that it has always been the declared policy of the company to recognize that its interest and those of its employees are inseparable."

The plan "results in a heightened, sharpened, more loyal esprit de corps that marks one business as against another the moment you step inside a plant," he told the council. Werner concluded, "We see employees gaining a new conception of how much quality output and sound operation mean in assuring the kind of values to the public that earn their good will and patronage."

Admiral Declares Div.

The Admiral Corp., Chicago, has declared a quarterly dividend of 20 cents a share on new common stock, payable December 31. The old shares were split two-for-one, effective today, and received 20 cents at quarterly intervals. The new dividend is equal to 40 cents on the old share basis.

'Record Shop' Expanding

WJZ, New York, has expanded "Joe Franklin's Record Shop" into a five-a-week 11:35 p.m. to midnight disk session starting Dec. 19, it was announced yesterday. Expansion comes one month after the show made its debut as a Saturday a.m. half-hour feature.

WINDY CITY WORDAGE

By HAL TATE

● ● ● **Jack Brinkley celebrating his 14th year as announcer on the transcribed "Judy and Jane" show. Program, sponsored by Folger's Coffee, is now in 28 markets. Grant Advertising handles the account.**

Chicago

. . . WCFL scored a coup by tieing up top professional and college basketball games from the Chicago Stadium. Key games of the Chicago "Stags" pro team as well as Notre Dame, Northwestern, Loyola and De Paul will be carried by the Labor station with Joe Boland reporting.

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● ● ● Everett Lande, WIND account executive, passing out cigars in honor of his new son. The second Lande heir, named Everett Howard Lande, weighed in at 7 pounds, two ounces at Codell Memorial Hospital in Libertyville. . . . WJJD's Ernie Simon gave away a $1,630 jackpot last week on the Libby Telephone Quiz. Irving Rocklin Associates handle the Libby account. . . . Guest speaker at the Chicago Radio Management Club luncheon Wednesday was Heine H. Haupt, BBD&O vice-president. His topic was "The Arithmetic of Business." . . . Arthur C. Nielsen, president of the A. C. Nielson Co., last week was elected a member of the Board of Trustees of the Wisconsin Alumni Research Foundation.

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● ● ● **The Ruthrauff & Ryan agency switched their "Bob Elson on the 20th Century Limited" interview show from WENR to WBBM. Sponsor is Frank Shave Creme. . . . Stealing a leaf from radio quiz shows, Alex Adler, local furrier, has girls call up people at random who are asked very simple questions. "Winners" receive a $50 merchandise certificate. . . . Local DuMont distributors, New World Distributors, in which football star Sid Luckman has a goodly share, are sponsoring the new 'Stop the Record" show on WGN-TV for a full hour five days a week. Program is emceed by disc jockey Frann Weigle and is produced by Rose Dunn and Stan Joel. . . . John Harrington starting five-minute "Feature Story" show on WBBM.**

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● ● ● M-G-M records and the Zenith distributing firm are jointly sponsoring "Record Spotlight" on WIND with Howard Miller in charge. During course of show, Miller calls top M-G-M artists all around the country and chats with them. MacFarland-Aveyard, Chicago, handles the account. . . . Bill Merz, Jr., local sales rep for the C. P. MacGregor shows, has closed a deal with Joseph B. Benge, account executive at McCann-Erickson, for the transcription firm's "Hollywood Theater of Stars" program. Sponsor is Hyde Park Beer and station used will be KSD, St. Louis. . . . Bill also sold "Hollywood Theater of Stars" to 81 Plymouth dealers in Detroit for sponsorship on a Detroit station as yet unchosen. The ad agency, Powell-Grant, Detroit, also bought MacGregor's "Henry King Show." . . . Karl Sutphin, promotion manager for ABC in Chicago, deserves the credit for the front page grabbing stunt when Santa Claus arrived here via ship. Ell Henry, whom we had inadvertently credited with the feat, says Sutphin is the one who deserves all the credit.

Will Broadcast Game

Sponsored by Gillete's "Calvacade of Sports," the annual Blue-Gray football game, featuring a northern all-star team versus a steller southern contingent, will be broadcast over the entire Mutual web for the third consecutive year on December 31, it was announced yesterday. Originating from the Gramton Bowl at Montgomery, Alabama, the game will be described by Harry Wismer with statistics and color for the contest, a traditional affair, being supplied by Jim Britt.

Will Air Hoover Speech

NBC has cancelled the "Martin and Lewis" show for Dec. 12 only in order to present a special half-hour address by former President Herbert Hoover, entitled "Reorganization of the Federal Government." Mr. Hoover's address will be given in connection with the two-day meeting of the National Citizen's Committee For The Hoover Report being held in Washington at that time, Dr. Robert L. Johnson, president of Temple University, will introduce the only living ex-president.

Radio-TV Stations To Aid Scout Drive

(Continued from Page 1)

program of radio spots, guest speaker appearances and other promotional features were discussed.

William Berchtold, vice president of Foote Cone & Belding agency and Ed Thomas, vice president of Geyer, Newell and Ganger, Inc., spoke at the luncheon. Berchtold as chairman of the business men's group stressed the importance of the Scouts in building good citizenship and combating juvenile delinquency while Thomas, as Scout public chairman, outlined the effective service given the Scouts by both radio and TV in past campaigns.

It was announced that Al Nichols, director of the Scout camps; Harry M. Cohn, director of public relations and Lann Armitage, radio-television publicity director, would be available to the stations in preparing their campaigns.

In attendance were: Harvey J. Gannon, WNBC; Clarence Worden, WCBS; Gene Fitts, WOR; Florence Morris, WJZ; Hank Morgenthau, WNEW; Ted Estabrook, WNBT; Lee Bland, CBS-TV; John Neal, WINS; Louis J. Carino, WMGM; Pat Hurley, WQXR; Tom Morgan, WOV; William Moore, WBNX; Charles Barkley, WGYN-FM; Harold Hirschmann, WABF; Betty Stone, Broadcasting; Frank Burke, Radio Daily and Zac Freedman, Coll and Freedman, Vice Chairman, Public Relations Committee, Greater N. Y. Councils.

Telephone Co. Protests Popularity Of CKLW Show

Detroit—A CKLW disc show has brought a "Cease Fire" order from telephone officials who say three exchanges were put out of service during a broadcast of the program.

The avalanche started when Eddie Chase on the Make Believe Ballroom described a used car which was offered for sale by the Hall-Dodds Co., Detroit Ford dealer. CKLW listeners were asked to estimate the exact price of the car in question and receive a jackpot prize. The jackpot started at $25 and increased $5 for every incorrect answer.

The telephone company stepped into the picture on the third day when their service broke down. Officials visited E. W. Wardell, CKLW sales manager, and requested a change or an end of the program feature. The telephone men estimated that several thousand calls were placed before the exchanges went out of service with thousands of other calls that could not even get into the exchanges.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales–Rentals–Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"
Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY— PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

WALTER WINCHELL'S COLUMN
December 1, 1949—says:
"'Mule Train' has been replaced in the local record stores by 'RUDOLPH, THE RED-NOSED REINDEER'."
St. Nicholas Music Pub. Co.
1619 Broadway New York 19, N. Y.
JU 6-5157

The Nation's Big Hit!
TOOT, TOOT, TOOTSIE!
(GOOD-BYE)
from the Columbia picture
'JOLSON SINGS AGAIN'
•
ON ALL RECORDS
•
LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Many a new firm has been fortunate enough to tee off with hits. . . . Cromwell Music started into this unpredictable business with the smash novelty, "Hop Scotch Polka," Al Gallico, with "Blue For A Boy, Pink For A Girl," Campbell Music with "I've Got A Lovely Bunch of Cocoanuts," Michael Music with "Hush Little Darlin'," St. Nicholas Music with 'Rudolph, The Red-Nosed Reindeer," George Paxton Music with "There's No Tomorrow." Latest firm launched with a terrific smash, "Mule Train," is Walt Disney Music Co., which is currently plugging two songs from the Walt Disney musical, "Cinderella." Ditties are "A Dream is A Wish Your Heart Makes" and "Bibbidy Bobbidy Boo," cleffed by Mac David, Al Hoffman and Jerry Livingston. . . . ● Jimmie (Former Governor of Louisiana) Davis Music Co., working on a new ditty by the Gov. and Charles Nconan titled, "Moonlight Millionaire." . . . number is plenty good and can duplicate the success of Jimmie's "You Are My Sunshine." . . . ● Did you know that screen star Jimmy Stewart started his theatrical career as an accordianist in one of the annual Princeton Triangle Club musicals? . . . ● Pee Wee King, a graduate of WSM's 'Grand Ole Opry," now the star of his own series over WAVE, is catching the eye of film scouts via his TV series.

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● ● ● Edwin B. Morris has another hit in "Dear Hearts and Gentle People," written by Bob Hilliard and Sammy Fain. . . . ● Scripter Art Henley has penned a feature article which Lippincott will publish in its anthology, "Writing for Profit." Art's thesis is titled, 'How to write jokes and anecdotes,' (and if anyone knows how it's none other than Hanley.) . . . Mel Torme, en route east with his wife, film starlet Candy Toxton, will open at Bop City, Feb 16. . . . ● Russ Morgan's new decca waxing of the waltz, "Where Are You Blue Eyes," can't miss zooming this Drake-Shirl composition up among the leaders. . . . ● One of Chicago's most popular Ork Pilots, Harry Kogen, spent a week in Gotham and returned to the Windy City yesterday with healthy advances from three pubberies for new songs. . . . Kogen's most recent hit was "Swiss Lullaby" which he penned with Vaughn (Choo Choo Ch' Boogie) Horton. . . . ● TV execs should take a gander at the harmony team of Estelle & John Eldridge. . . . coached by Jimmy Rich, this pair of good looking and talented youngsters is now ready for the big time. . . . ● Peter Donald tells of the typical Hollywoodite who wears a wrist watch on each wrist. . . . helps him two-time his friends (but don't get me wrong I love wrist watches.) . . . ● Kramer-Whitney's new song, "You're In Love With Someone" already up there with the most-played-tunes. . . . Alex and Joan STILL clicking.

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● ● ● ON AND OFF THE RECORD:—Deejays who cater to lovers of hillbilly and folk tunes should latch on to Claude Casey's newest MGM waxing, pairing "Road of Love" with "I'm Having My Blue Day Today." . . . This CBS (Cow Boy Songster) heard via Columbia's WBT outlet in Charlotte, N. C., scores an ace with this platter. . . . ● Norman Foley's staff at Miller music has done an amazing job with "Johnson Rag," getting it listed as favorite of deejays after but TWO weeks of exploitation. . . . ● Louis Jordan and his band give Decca a fine platter in "Schooldays," backed with "I Know What I've Got," top side has a novel vocal arrangement in which the band joins in several choruses. . . . the Maestro does a solo on the flip side effectively. . . . ● Two Ton Baker, whose great platter of "I'm A Lonely Little Petunia" (In An Onion Patch) is still selling after three years, will wax "If I Had A Million Dollars" for Mercury next week. . . . Baker decided to cut "Million" after being swamped with requests by his NBChicago listeners. . . . ● Deejay Paul Monson, whose WMASterful picking of hits has proven slightly sensational, is starting his ninth year at this Springfeld, Mass. station. . . . (nice goin' Paul.)

PLUG TUNES

Give Me Your Hand
LAUREL MUSIC CO.
1619 Broadway New York City

Bing Crosby, Gracie Fields, Sammy Kaye, Johnny Desmond, Jo Stafford, Doris Day
Are All On
THE LAST MILE HOME
LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

WHERE ARE YOU BLUE EYES?
Russ Morgan - Decca 24819
Merrie Musette - Victor 25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

My Heart Goes With You
by Thomas G. Meehan
— ◆ ◆ —
JAMES MUSIC, Inc.
1650 Broadway Room 709 N Y C

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 8, 1949—TELEVISION DAILY is fully protected by register and copyright

SCENIC DESIGNERS STRIKE SETTLED

TELE TOPICS

THE PROTEST against crime shows filed with the FCC by the Southern California Association for Better Radio and Television may well have great portent for the future development of the industry. While careful consideration is often given to such protests by those in control of program content, it is most unlikely that such shows would be cancelled unless declining ratings made their continuance no longer a wise investment for the sponsor. The protests of a vocal, literate minority are always valuable; they make their peculiar contribution to a system of checks and balances. But in the end it is the mass that proves to be the deciding factor. Right now programs dealing in crime and violence seem to be doing very well. "Suspense," perhaps the goriest of them all, is firmly entrenched among the top ten. The rating of the blood-and-thunder "Captain Video" is now higher than that of the gentle and appealing "Kukla, Fran and O'lie." Does the great number of crime shows reflect callousness of the broadcaster or the taste and preferences of the American public? We doubt that any two persons would agree on an answer.

•

WHILE WE THINK that the current crop of crime shows do not, as a class, make good programming, we cannot go along with those who urge that all of them be axed. The decision for the broadcaster may be boiled down to "Do we give them what they want or do we give them what is good for them?" Were the latter course to be chosen the next question, which no one could answer, would be: "Who is to decide what is good for them?" However, we cannot favor a policy of laissez faire. Certainly there must be compromises, the most obvious of which is the scheduling of crime shows at late hours. Another course of action which we think should be taken is experimentation in programming to develop new shows that might successfully compete with the cliff-hangers. Such experimentation would be an expensive proposition but the rewards it could bring, financial and otherwise, could be tremendous.

•

NBC PROGRAMMING TOPPERS have just about given up on their projected three-hour participating show for Saturday nite and now are off on a new tack to combat CBS' Ken Murray - Ed Wynn combo that starts Jan. 7. . . . Two of the wildest space-grabbing promotions in quite a while are products of the staid Benton & Bowles (the agency, not the political team) — the Gaines dog food stunt and Abe Burrows' Benevolent and Protective Order of Bald Eagles.

WXYZ-TV Aff'n Test Not For Sale—Yet

Detroit—A new wrinkle in salesmanship will be unveiled by WXYZ-TV next week when the station begins a 30-day test of early afternoon programming. Shows will not be offered for sale during the test period.

"We are not asking advertisers or their agencies to gamble in this experiment," James G. Riddell, manager of the ABC owned-and-operated station, said. "Only if this early afternoon programming proves itself to be worthwhile will it be opened to advertisers."

Titled "Pat 'n Johnny, program will be aired Mondays and Wednesdays from 2:30 to 5 p.m., and on Tuesdays, Thursdays and Fridays from 2:30 to 4. Pat Tobin and disc jockey Johnny Slagle will be featured in a program of music, interviews, demonstration and commentary.

Pabst An Added Sponsor Of DuM Bowling Cover

Pabst Brewing Co. has signed to sponsor 15 minutes of the 45-minute pickups of the All-Star bowling championships in Chicago over Du Mont tonight and tomorrow. First half-hour of both programs will be bankrolled by Brunswick-Balke-Callender Co.

Total of 18 stations will carry the programs, which begin at 11 p.m. Fred Wolf, Detroit bowling commentator, will be behind the microphone.

N. Y. C. Film Unit Aids Station's Pub. Service

To help publicize New York's water shortage and the need for conservation, the city's TV film unit, headed by Cliff Evans, has prepared a one-minute film spot announcement featuring a talk by Commissioner of Water Supply Stephen J. Carney for distribution to all stations this week.

At the request of several stations, the unit has made films of the depleted supplies in three main reservoirs and these will be given to outlets for use in newsreels and special shows. Tomorrow the unit will send a cameraman to the reservoirs in a Police Department plane to film air views of the dwindling reserves.

New Spot Business Reported By WNBT

The Brown and Williamson Tobacco Corp. and Benson and Hedges have both signed 52-week contracts for spots six days a week over WNBT, the station announced yesterday.

Brown and Williamson will advertise Kool Cigarettes and give weather reports. The order was placed through Ted Bates and Co.

Benson and Hedges will use the spots for Parliament Cigarettes, Kudner is the agency.

WNBT also announced that the Weston Biscuit Co. has renewed its sponsorship of the 7:00 p.m. station break on Tuesdays and the 10:30 p.m. station break on Thursdays. The order, for 13 weeks, was placed through Calkins and Holden.

Coast TV Academy Sets Plans For '50 Awards Presentation

West Coast Bureau of RADIO DAILY

Hollywood—The Academy of Television Arts and Sciences has completed plans for its second annual "Emmy" awards dinner to be held here on or about Jan. 24, 1950, it was announced by Harry R. Lubcke, of KTSL, president.

Nine awards are planned. They are: (1) best live show; (2) best kinescoped show; (3) most outstanding live personality; (4) most outstanding kinescoped personality; (5) best film for TV made and viewed in 1949; (6) best commercial for video (three minutes or less) live, film or kine; (7) best public service, cultural or educational program—live, film or kine; (8) technical award chosen by the Academy's technical committee after consideration of all technical achievements brought to its attention in 1949; (9) station achievement (inscribed plaque) for outstanding overall achievement in 1949.

All nominations must have been on the air in 1949 in the Hollywood area and will be selected by a committee of seven agency and seven industry representatives, chosen by the seven Hollywood stations.

Martha Gaston Bigelow is chairman of the awards committee.

No Wage Increase Granted By New Year's Pact

The fifteen-day-old strike of the United Scenic Artists Local 829 against the flagship stations of the four networks and WPIX has been settled, it was announced jointly yesterday.

The statement said:

"Although the terms involved no change of basic minimum scales for scenic artists or designers, certain adjustments in hours and scheduling are expected to result in increased take-home pay for many scenic artists; while other individual employees are to receive merit review of their salaries. New costume design and student categories were created.

"The new contract is to extend to Oct. 1, 1950."

Although none of the parties would comment for publication, it was learned that virtually none of the union's demands was granted. The union had originally asked for wage scales equal to those paid in motion pictures and the legitimate theater—$135 to $185.50 a week. The old scale, which will not be changed in the new contract, was $75 to $145 a week.

Bank Signs WTMJ-TV For College Court Sked

Milwaukee—The First Wisconsin National Bank of Milwaukee has signed a contract to sponsor nine University of Wisconsin and Marquette University home games over WTMJ-TV during the 1949-50 season. Three of the games will be played at the Milwaukee auditorium, three at the Marquette gymnasium and three at the Wisconsin fieldhouse in Madison, Wisconsin.

This will be the first time that any basketball games will be aired from Madison. TV relay facilities between Milwaukee and Madison, a distance of 85 miles, were installed just prior to the start of the football season.

Handling the account is the Marvin Lemkuhl agency. During the past football season, the Bank also sponsored nine Wisconsin and Marquette football games over WTMJ-TV.

Larry Clark will do the play-by-play and George Marr will direct.

WOR-TV Sells Wrestling

WOR-TV this week will resume Friday night wrestling pickups from Jamaica Arena, according to sports director Bob O'Connor. Matches will be sponsored by Frost Refrigeration, Inc., Brooklyn.

★ ★ ★ COAST-TO-COAST ★ ★ ★

WRNL In Tribute To Bojangles

Richmond, Va. — Bill "Bojangles" Robinson received tribute from civic leaders in a memorial program broadcast by WRNL, Richmond, the famous dancer's native city. Speakers on the program were Rev. John Malcus Ellison, president of Virginia Union University; Dr. J. Fulmer Bright, former mayor of the city, who held office during the years in which Robinson made many charitable contributitons to Richmond; Henry Schwartschild, city merchant and friend to the dancer, and Robert C. Scott, local undertaker who has known Robinson since his boyhood.

Policemen's Show

Boston, Mass.—"Crime Is Their Business," a documentary covering the activities of the State Police, written and narrated by the WCOP special events man, Ken Mayer, was aired over WCOP Sunday, Dec. 4, from 5:00-5:30 p.m. Program featured the re-enactment of murder cases taken from Police files, information from the criminal laboratories of the State Police, a message by Lt. Arthur O'Leary and a special dramatization of the death of Patrolman Edward Collins and the capture of his killer.

Christmas Corner

Washington, D. C.—Jerry Strong, WINX morning man and disc jockey, is carrying on his Christmas custom of asking listeners to help him play Santa Claus to Washington orphans and under-privileged children. Strong's list includes five hundred youngsters, at four of Washington's neediest institutions, selected for Strong by the United Community Services.

Arnold Lewis Resigns

Burlington, Vt.—Arnold Lewis, WCAX sports director resigns this week to go to the Coast to seek a TV position. Replacing Lewis is Paul Boehm, formerly with WGPA in Bethlehem, Pa. Boehm will handle play-by-play sports, a nightly sports show, and will act as assistant to Lawrence Killick, WCAX news editor.

Awarded Xmas Trees

Stamford, Conn.—The State Park and Forest Commission will present two Christmas trees to WSTC and WSTC-FM on Dec. 19. in appreciation of the station's forest fire danger reports during the year. The trees will be cut from the state's forest and will be brought to Stamford by a State Forest Ranger.

Two Join WINX

Washington, D. C.—Milton Grant and Tom Donahue have joined the regular announcing staff of WINX. Grant has worked at WINX as a part-time announcer for the past three months. Donahue came to WINX from WTIP, Charleston, W. Va., where he was known as Thomas Coman.

Participating In Program

Syracuse, N. Y.—Henry McFarland, director of municipal services for the state civil service department, will be guest executive on the program "So You Want to Get A Job" produced by Radio Center, Syracuse University, and presented over station WSYR at 12:15 p.m., December 11.

WDRC On The Spot

Hartford, Conn.—When William Benton, formerly of Benton & Bowles, was appointed U. S. Senator from here, microphones of WDRC were right in the Governor's office at the State Capitol to record the ceremony. Benton was appointed to the Senatorship by his former advertising partner, Governor Chester Bowles. Talks by both men, as well as a description of the scene, were broadcast by WDRC.

Conducts "Smith Fund"

Salt Lake City, Utah—Thirteen-year-old Charmaine Smith was shot with a shotgun which completely destroyed the lower half of her face. Doctors say that plastic surgery can make a new face, but the effort will take five years and cost 15 thousand dollars. Cooperating with a committee from Charmaine's neighborhood to raise the funds, Max Roby, KSL news editor, began a series of stories on all KSL newscasts telling of the tragedy, and asking for contributions.

Aids Hiccup Victim

Cleveland, Ohio—Robert B. Logsdon, father of a 16-year-old girl, called up Jay Miltner, WTAM's "Musical Clock" emcee, to aid him in curing his daughter of her 20-day siege of hiccupping. Miltner sent out a plea on his morning show and was promptly swamped with hundreds of suggestions for cures. Miltner delivered the cards and letters, but the young girl still has her hiccups.

Wedding Bells

Madeline Chenowith, program secretary for WASH-FM, Washington, D. C. and the Continental FM Network, was recently married to Robert M. Frazier, radio engineer.

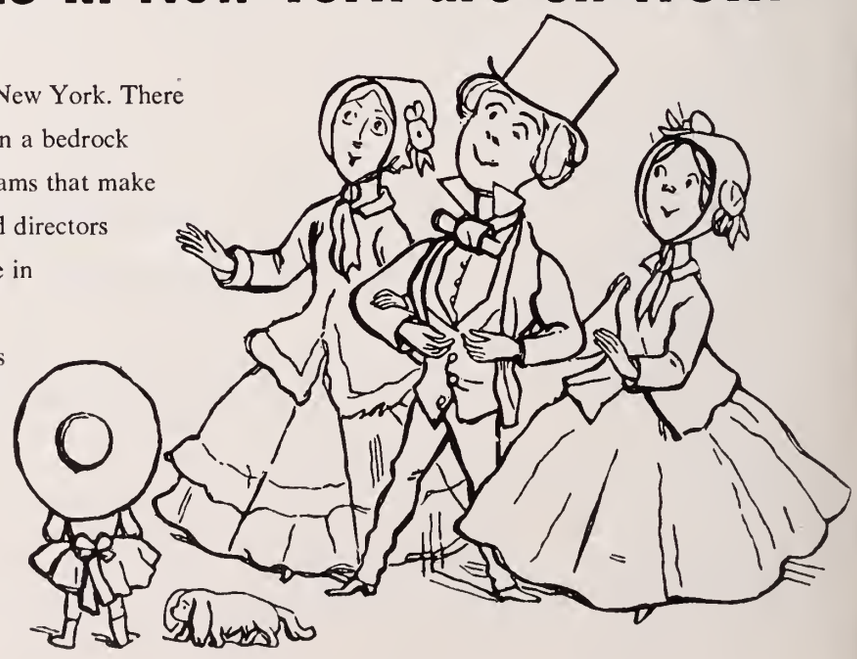
AGAIN! 10 of the 15 most popular local shows on major stations in New York are on WOR!

Again and again and again WOR shows clock top ratings in New York. There are reasons: 1. WOR's astute sense of showmanship, built on a bedrock of more than a quarter-century of building and buying programs that make cash registers click. 2. A crack staff of writers, producers and directors who know what appeals to the majority of 36,000,000 people in 430 counties in 18 states and the Dominion of Canada. 3. A total station's Scotch instinct for making every sponsor's penny spent bring two, three and five or more pennies back.

These facts — and more — are good reasons why you should use

WOR

that power-full station at 1440 Broadway, in New York



BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 46 NEW YORK, FRIDAY, DECEMBER 9, 1949 TEN CENTS

RADIO SPOTS SELLING TV RECEIVERS

Expect No U. S. Action On Cuba NARBA Plea

Washington Bureau of RADIO DAILY

Washington — Reports reaching here last night from Montreal indicated that there will be no decision by the American government on the new Cuban demands for vastly increased standard broadcast facilities until well into next year.

It was reported that the plenary session was breaking up, without definite plans for reconvening, but with an understanding that a new try for a regional broadcasting

(Continued on Page 6)

ASCAP Resident Counsel Named General Attorney

Herman Finkelstein, resident counsel of ASCAP for the past seven years, was designated as general attorney for ASCAP by the board of directors yesterday, Fred Ahlert, president, announced. Finkelstein is a graduate of the Yale Law School, a member of the copyright committee of the American Bar Assn. and the International Bar Assn.

Ahlert also announced that Schwartz & Frohlich in New York will continue as ASCAP general counsel.

Brewery To Sponsor New Colman Show On ABC

The Ronald Colmans have been signed by NBC and the Jos. Schlitz Brewing Co. of Milwaukee, to co-star in their first network radio program starting Jan. 6. in the 8 to 8:30 p.m. time segment.

The program, entitled "The Halls

(Continued on Page 2)

Wolfe's Day

Thomas Wolfe, noted American novelist, gets a double nod of recognition Sunday, Dec. 18 when "NBC Theater" presents an adaptation of his "You Can't Go Home Again" with intermission comment by Norman Cousins and CBS' "Invitation To Learning" presents an analysis of the same work with comment by John Mason Brown.

Date In Phoenix

Washington — NAB yesterday announced that its board will meet next February 8-10 at the San Marcos Hotel, Phoenix, Ariz. At that time it is slated to take action on the status of the Broadcast Advertising Bureau, the pending merger with FMA and the formation of a successor body to BMB.

Radio-TV Credited With Success Of Drive

Detroit — Radio and television took a leading role in helping Detroit's pioneering United Foundation exceed by four per cent its goal of $8,550,000 for health and community services, according to UF campaign leaders.

With grand total of 3,573 different public service and commercial programs the Motor City's broadcasting industry carried the idea of common sense in fund-raising through one annual "Give Once For All" campaign into every

(Continued on Page 4)

National Sales Meeting Held By Thesaurus Staff

A week-long national conference just completed at the New York headquarters of RCA Recorded Program Services, touched off the greatest sales campaign in Thesaurus history, according to Donald J. Mercer, manager of RCA's transcription services. Enthusiastic acclaim greeted

(Continued on Page 6)

Intensified Campaigns In Key TV Cities Producing Set Sales For Major Television Manufacturers

Using spot radio and special programming as a merchandising medium for the holiday sale of television sets, major manufacturers have worked out co-op deals with distributors in key center cities with TV station facilities and are getting sales results, RADIO DAILY learned yester-

(Continued on Page 3)

Campaign On Cigars Readied By Lorillard

The creation of a new cigar division with a $300,000 advertising and promotion budget to push sales of five cigar brands manufactured by the company was announced Monday by H. A. Kent, president of P. Lorrillard Company. Frank Hopewell, a key figure in the rise in sales of Old Gold cigarettes and a Lorrillard vice-president, has been named to head the new division.

Indications were that the new

(Continued on Page 4)

Jackie Robinson Signed For New Series On ABC

Jackie Robinson, star second baseman for the Brooklyn Dodgers and winner of last year's Most Valuable Player award in the National League, will debut a new-type

(Continued on Page 2)

Miles Laboratories Signs NBC 'One Man's Family'

Miles Laboratories, Inc., will sponsor "One Man's Family" over the full NBC network starting with the program of Feb. 5. The show is heard Sundays from 3-3:30 p.m. The pro-

(Continued on Page 6)

Programs To Ukraine Planned By 'V. Of A.'

Washington Bureau of RADIO DAILY

Washington—The State Department announced yesterday that it will begin next week a new series of daily half-hour "Voice of America" programs in the Ukrainian language. The program will consist of United States and world news, political commentaries and features about American life. It will supple-

(Continued on Page 6)

Dog Arrives In New York To Get Giveaway Prizes

"Konrad von Wesdell," winner of Gaines Dog Food "Top Dog" contest, arrived in New York yesterday to collect his numerous prizes. He was greeted at New York's Plaza Hotel by a reception committee composed of twenty-five dogs and

(Continued on Page 3)

FCC Edict On STA's Stands, Five Objecting Stations Told

Washington Bureau of RADIO DAILY

Five daytime stations, including WNYC, New York, were turned down yesterday in their bid to upset the FCC's decision of last year denying further special temporary authorization for extension of time on the air. With Commissioners Walker and Hyde not participating, Commissioner Frieda Hennock dissented, proposing a hearing on the matter. The five stations had argued that since adopting the rule banning STA's, the Commission had taken a position contrary to its reasoning that the growth of FM service was now sufficient to rule out the need for special nighttime service. Reference was to the Commission argument in the Easton Publishing Company case that it need not consider existing FM stations in determining which among competing AM ap-

(Continued on Page 3)

Hoppy On MBS

"Hopalong Cassidy," starring Bill Boyd in the title role, has been signed as a radio exclusive by Mutual Broadcasting System, it was announced yesterday. Series will start January 1, and has been slotted in the 4 to 4:30 p.m. Sunday time period. General Foods will sponsor in behalf of the Post Cereals Division of the organization.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(*December* 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8½	8¼	8⅜	.....
Am. Tel. & Tel.	148⅝	148½	148⅝	+ ⅛
CBS A	27¼	26½	27¼	+ ¾
CBS B	26¾	26¼	26¾	+ ¾
Philco	30¼	30	30	+ ¼
RCA Common	13¼	13	13⅛	.....
RCA 1st pfd.	74¼	73½	73½	— ⅛
Stewart-Warner	12⅜	12⅛	12⅜	+ ⅛
Westinghouse	31⅛	30⅜	30⅛	+ ¾
Westinghouse pfd.	102½	102½	102½	+ ¼
Zenith Radio	31⅛	31	31	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	11¼	12½
U. S. Television	¼	½
WCAO (Baltimore)	17	20
WJR (Detroit)	7¾	8

Bob Trout's Busy Day Includes Four Broadcasts

NBC's Bob Trout will be a busy man tomorrow when he handles four major television and radio shows between 3:30 and 11 p.m. A special network program on the water shortage throughout the nation will start his day, with a 5:00 p.m. TV broadcast on the first anniversary ceremonies of the UN Declaration of Human Rights followingly closely afterwards.

The UN video show will be a two and one-quarter hour stint and includes the Boston Symphony Orchestra and interviews with Eleanor Roosevelt, Trygve Lie and General Romulo on its schedule. Trout will be on the regular TV quiz show, Who Said That, at 9:00 p.m. with Leo Durocher, Laraine Day and Oscar Levant.

☆ COMING AND GOING ☆

GEORGE B. STORER, president of Fort Industry Co.; LEE B. WAILES, vice-president in charge of operations, and HAROLD RYAN, vice-president and treasurer, are in New York on business.

EDDIE and IDA CANTOR, who had been visiting in New York for about a week, left yesterday for Hollywood. They'll stop over for a while in St. Louis.

MORRIS S. NOVIK, public service radio consultant, is back in New York following a trip to the West Coast, where he arranged a number of AFL programs. Returning, he stopped over briefly in Chicago.

PAULINE FREDERICK, American network commentator, is in San Juan, Puerto Rico, participating in the ceremonies attendant upon the opening of the big new Carib-Hilton Hotel.

KEN MURRAY, featured on CBS-television, will arrive by train tomorrow from Hollywood and will immediately start rehearsals for his "Ken Murray Show," which will make its debut Jan. 7.

JOE DI MAGGIO has arrived from the West Coast to transcribe another batch of his CBS programs.

ART LINKLETTER, master of ceremonies on "People Are Funny" over NBC, is expected in New York tomorrow from the West Coast.

J. B. FUQUA, owner and manager of WJBF, Augusta, who has been in New York on business most of this week, will leave for Georgia today. Sat in for a while yesterday with the station's national reps.

RICHARD WESTERGAARD, manager of WNOX, Knoxville affiliate of CBS, is here on station and network business.

RICHARD BOREL, general manager of WBNS, Columbus, Ohio, conferred Wednesday at the offices of CBS, with which the station is affiliated.

BERT WOOD, program manager of RCA Recorded Program Service, has arrived in Chicago for a recording date with the new Thesaurus group.

ERIC SEVAREID, Columbia network's Washington correspondent, today is in St. Louis to address the Chamber of Commerce and the League of Women Voters at the Hotel Jefferson. His newscast will be broadcast from KMOX.

TED NELSON, general manager of WIKK, Erie, Pa., is in town for conferences with his national representatives.

PHIL ALAMPI, farm news editor at WJZ and newly-elected vice-president of the NARFD, will spend this week-end in Atlantic City attending the Vocational Agriculture meeting.

CHARLES COLLINGWOOD, White House correspondent who also is moderator of "People's Platform" for CBS-TV, is expected in New York today from Key West, Fla., where he accompanied President Truman's vacation party.

HERB SHRINER, featured nightly on the Philip Morris CBS video series, has returned from Washington, D. C., where he made an appearance before the American Medical Assn. at the Hotel Statler.

PETER DONALD, comedian, is back in town following an engagement in Pittsburgh. On Jan. 6, he'll emcee the "March of Dimes" Follies at Queens College.

ROBERTA QUINLAN, television singing star, has returned from a short trip to Hollywood.

ELMER DAVIS, American network commentator, in town from Washington to arrange for radio coverage of the annual Radio Correspondents Dinner, which will be held in the Nation's Capital next month.

ROBERT MOODY is here. He's the general manager of WHIO, Dayton, Ohio, a Columbia network outlet.

Jackie Robinson Signed For New Series On ABC

(Continued from Page 1)

sports program over the full ABC web January 22 at 10:30 p.m. Program will be heard weekly at the same time.

Jackie No Beginner

The show, entitled "The Jackie Robinson Sports Show" will be offered to sponsors on a co-op basis. Robinson is an experienced broadcaster.

Brewery To Sponsor New Colman Show On ABC

(Continued from Page 1)

of Ivy," has a situation comedy format with the scene being laid in a small college town.

Don Quinn, who built the "Fibber McGee and Molly" show, is credited with creating this show, Walter Brown Newman will assist with the script and Nat Wolff will direct. The agency is Young & Rubicam.

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW" • MUTUAL

CKLW

Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.



Antelope factory

Most of the baby antelopes in the U. S., like the one in the picture, are born in the Detroit Zoo. They've got a monopoly out there in producing antelopes.

W-I-T-H in Baltimore has a monopoly, too, in this rich, competitive market — in producing low-cost results from radio advertising.

You see, W-I-T-H delivers a BIG audience at very LOW cost. It covers 92.3% of all the radio homes in the Baltimore trading area. You can do BIG things on W-I-T-H with a LITTLE bit of money.

Call in your Headley-Reed man today for the whole wonderful story about W-I-T-H!

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

FCC's Edict On STA's Stands, 5 Outlets Told

(Continued from Page 1)

plications for new stations should be granted. The stations argued that this position is inconsistent with the earlier reasoning.

The Commissioner said yesterday that:

"We are of the opinion, however, that petitioners have misconstrued the import of the Commission's argument in the Easton case, and that no such inconsistency exists. The argument in the Easton case was not that FM stations were too unimportant to be considered in making a determination as to the proper allocation of AM stations. The argument was, rather, that the technical differences between AM and FM, together with the different histories of the two services with respect to the allocation of stations among the several states and communities, was such that a fairer distribution of both AM and FM stations could be achieved by considering each type of station separately, and by giving weight to the possible existence of FM stations in considering AM applications only where the AM facilities in the communities being compared where equal or approximately equal.

Points To Court-Upheld Contention

"The contention of the Commission was upheld by the Court of Appeals in its decision in the Easton case, where it held that the Commission was not required to treat the two types of stations alike in considering applications for either service. But the fact that the Commission felt that it would be unwise to consider FM assignments as equivalent to AM assignments in attempting to make an equitable distribtion of AM facilities, and that it would have been similarly unwise to allocate and assign stations in the new FM service on the basis of the existing assignment of AM stations, is not determinative of the question of whether or not the existence of FM stations, authorized to operate full time, should affect the policy of the Commission in issuing special temporary authorizations for AM stations authorized to operate regularly in the daytime only."

Public Interest Considered

The Commission said too, that it "is fully aware of the interest of the public in securing nighttime service and particularly service offering programs of special local interest and significance in communities which presently do not have stations authorized to broadcast at night. The Commission has made considerable efforts in recent years to increase the number of full time facilities to the extent that such expansion is consistent with the maintenance of adequate overall service. While the value of individual programs in some specific instances may outweigh the effects of degradation of the basic allocation scheme, we must reiterate our belief that any system by which the basic determination that a channel is not available for nighttime operation in a given community may be periodically set aside can only result in the eventual complete breakdown of the entire allocation system upon which any adequate radio service necessarily depends."

In addition to WNYC, the stations were WOI, Ames, Ia; WNAD, Norman, Okla.; WKAR, Lansing, Mich., and WHCU, Ithaca, N. Y.

Radio Spots Selling TV Sets In Key Video-Serviced Cities

(Continued from Page 1)

day. Campaigns have been intensified in such cities as New York, Chicago and Los Angeles and the techniques employed indicate the highly competitive nature of the TV receiver sales among the merchants.

Among the leaders who have been using radio are Admiral, RCA, Motorola, Philco and Muntz. Some of the radio advertising is confined to spots and to programs where announcers work at high pitch to get demonstration sets installed in homes.

Typical of the technique being used to get a TV receiver into a home is the programming for Dynamic stores in New York which features the Admiral line. Called an "ad lib pitch" the announcer goes into a fast invitation spiel. A sample of the script as heard on WMCA, New York, follows:

"Would you like to have television in your home tonight? If you live in New York telephone Murray Hill 2-7720—in New Jersey call Market 2-3191 and Dynamic stores will have television operating in your home tonight without a penny's cost or obligation to you. I have just 35 sets for free home demonstrations so you'd better phone now if you want to be among the lucky ones. It's not just any ordinary television, mind you—not a small table model nor an unknown brand, but the new, amazing Admiral wonder set, the smartest console television ever built, with the big size 62-inch picture that the whole family can watch in comfort. Stations pop right in, automatically, at the turn of a dial. Pictures are clear, steady, brilliant—thank's to Admiral's famous superpowered chassis—works perfectly on its own synchronized antenna—no installation is required—you don't need your landlord's permission. And its guaranteed, doubly guaranteed by the two top names in television, Admiral and Dynamic stores so you're sure of lasting satisfaction."

Prizes Offered for Leads

The same method of lining up demonstration prospects has been used by Muntz and another dealer, Sunset stores, has been offering merchandise prizes to TV viewers who will furnish them with the name of sales prospects. Sunset features the RCA line.

Stations accepting the business have been told by agency executives that radio announcements have been more effective in producing sales prospects than TV broadcasts. They argue that most radio listeners are potential TV buyers while those viewing a television set in their homes are already sold on the sight and sound media.

Dog Arrives In New York To Get Giveaway Prizes

(Continued from Page 1)

the press. Cocktails and "solid refreshments" were served.

The event, dreamed up by Benton & Bowles, was thoroughly covered by the press of radio, newspapers, magazines, trade papers, TV and newsreels.

Gambling Reminscing

In preparation for the celebration of his 25th year at WOR on March 8, 1950, John B. Gambling has asked listeners to supply him with any early anecdotal material relative to his early A.M. music and chatter programs. He says he can't remember all the high spots of the past 25 years and wonders what little things have amused his audience most.

Freedom Foundation To Honor L. A. Weiss

An honor medal for activity and speeches on the American Way of Life will be presented in February to Lewis Allen Weiss, Chairman of the Board of the Don Lee Broadcasting System, by Freedoms Foundation, Inc., Valley Forge, Pa.



WEISS

An announcement of the distingushed award was received by Weiss yesterday in a telegram from Don Belding, E. F. Hutton and Kenneth Dallee Wells, trustees of the foundation.

Freedom Foundation is a national organization to provide recognition to American citizens who do the most outstanding job of bringing about a better understanding of the American Way of Life.

Weiss for years has been an outspoken advocate of the Free Enterprise system in the United States and is regarded as an exceptionally able speaker.

• faces • facts • figures • wins •

AMERICANS, SPEAK UP!

10:45-11:00 P. M.
MONDAY

A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

Radio-TV Credited With Success Of Drive

(Continued from Page 1)

home in the metropolitan area. Benefitting from the drive are 141 national, state and local organizations.

Figures in current rate cards indicate that the radio and television time turned over to the United Foundation "Torch Drive" by stations and their advertisers is valued at $161,679.07.

Total airtime for the campaign amounted to 215 hours, equal to 12½ days of continuous broadcasting by the average Detroit station.

A breakdown of the figures shows that during the campaign, which ran from October 18 to November 10, Detroit's 12 AM and FM outlets broadcast 2,740 public service spot announcements and 435 feature programs of from five to 60 minutes in length.

Three On CBS

In addition, Arthur Godfrey, Robert Q. Lewis and Margaret Whiting plugged the drive over CBS on several different occasions. Ralph Edwards originated his NBC program "This Is Your Life" from the city's Music Hall just prior to the campaign opening.

Detroit's three television stations aired 226 public service spot announcements, using motion picture films and slide transparencies. TV viewers also saw 42 other special programs ranging from three to 30 minutes in length.

Making up the committee which took on the job of securing sponsors was William Cartwright, chairman, Edward Petry & Co.; William Bryan, Free & Peters; Eric Hay, WJLB; William Hendricks, WXYZ; Richard E. Jones, WJBK; B. P. Pearse, Weed & Co.; Robert B. Rains, Paul H. Raymer Co.; Arch Shawd, WJR; Joseph Spadea, Columbia Broadcasting System; Willard Walbridge, WWJ, and E. Wilson Wardell, CKLW.

Second Committee Listed

Another United Foundation Radio Committee, charged with Public Service programming was chairmaned by Willard Walbridge, WWJ. Serving with him were J. E. Campeau, CKLW; Calvert M. Hill, WEXL; Ben Hoberman, WDET; Richard Jones, WJBK; F. A. Knorr, WKMH; James C. Riddell, WXYZ; Harry Wismer, WJR; and Don DeGroot, WWJ.

WBAL
means business
in Baltimore



Man About Manhattan. . . !

● ● ● Prospects of an all-industry bureau to handle figures on radio and TV receiver production and ownership yesterday brought speculation in the trade as to the motive back of the move. One report is that such a bureau is proposed to replace Broadcast Measurement Bureau which bows out on Jan. 1st. Another is that NAB has suggested the bureau as a step toward bringing Television Broadcasters Ass'n into the fold. . . . Ralph Austrian, television consultant, slated to take over an important TV post in the near future. . . . Watch for an announcement on two well-known researchers taking agency posts around Jan. 1st. . . . Army & Navy goods stores in Times Sq. credit sale of western attire for children with keeping them from going into the red this Christmas time. Western films on TV has stimulated children's interest in boots, Levi's and spurs. . . . Is Mutual planning to cut down the number of its member stations? . . . Sure costs a lotta money to build a comedy team. NBC has spent close to a quarter of a million bux on Dean Martin & Jerry Lewis' air effort. . . . Aside to Emerson Foote: George Wolf, of FC&B, is co-author (with Lawrence Beamson) of the film, 'Front Page Affair," which Laurel Films will shoot in N'Yawk in Jan. for Eagle-Lion release. The last FC&B man who wrote a movie was Freddie Wakeman, as you may well remember. Here's the switch: Wolf's picture has nothing at all to do with the ad biz.

☆ ☆ ☆ ☆

POME: "Mule Train
Gives me a pain."

. . . Irv Cahn

☆ ☆ ☆ ☆

● ● ● SMALL TALK: With the announcement that NBC-TV is going to do a series on "The Women," Richard Berger, producer, and Martin Begley, casting director, are being swamped with hopeful contenders. Unlike the stage play which had 35 parts, the TV adaptation will have only 4 permanent characters. . . . John Irving Fields tells the colm that Archdale J. Jones' "Key To The Missing," having solved 70 per cent of its cases, has received from large firms lists of missing persons—which will guarantee a prospective sponsor 300,000 new customers within a period of 2 months.

☆ ☆ ☆ ☆

● ● ● Three new crack platter-spinners join WMGM next week—Ken Roberts, Hal Tunis and Ted Brown. Latter will do an early ayem show, Roberts will spin 'em from 2 to 3 p.m. and Tunis will be on deck from 3 to 4. Tunis is probly the most educated deejay hereabouts. He has an M. A. from Temple U. and taught English in the Phila. high schools before entering radio.

☆ ☆ ☆ ☆

● ● ● HAT'S OFF DEP'T: Bill (So. Pacific) Tabbert's platter of "Younger Than Springtime." . . . Bobby Colt's vocals on WINS. . . . Mimi Benzell's smartistry at the Pierre. . . . Gabriel and his impressions at Le Vouvray. . . . Johnny Andrews, singing star of WNBT's "Easy Does It." (His 1st Hooper last year was 1.6. Today it's just the reverse —6.1) . . . Herb Sheldon's terrific selling job on his daytime airer. . . . The Mariners Columbia record of "Leprechaun's Lullaby."

☆ ☆ ☆ ☆

● ● ● FILLER-DILLERS: Reading that J. Dorsey is being sued for hitting a milkman over the noggin with a clarinet, Hank Sylvern sez he now knows what is meant by bop music. . . . Jimmy Kriegsmann sez his TV equipment isn't complete yet. He'd like to buy a one-minute spot remover. . . . Herb Shriner has a pal who's really behind the scenes in television—moving scenery. . . . Peter Donald contends that what the city needs most to conserve aqua is a plan that will hold water.

Campaign On Cigars Planned By Lorillard

(Continued from Page 1)

move was calculated to increase the tobacco company's share of the nation's annual demand for more than 5,500,000,000 cigars, exclusive of little cigars. It is expected that Lorillard will double its present cigar volume to about 8 per cent of the yearly sales volume of $500,000,000.

Alden James, the company's advertising director indicated that advertising appropriations for the new division would exceed $300,000, and a spokesman for the tobacco firm said that advertising media selections had not yet been made for the coming year. Indications, however, were that heavy radio expenditures are anticipated. Lorrillard Company used radio advertising extensively before the war to push cigar sales and, of course, radio advertising played a big part in pushing Old Golds to its present fifth position in nationwide cigarette sales.

Cigar brands to be pushed include: Muriel perfectos, two for twenty five cents; Senators, ten cents each; Longfellows, ten cents and "babies" at five cents; and Van Bibbers at twenty cents per package. Rocky Fords will not be pushed at this time and Between-The-Acts and Royal Bengals will continue to be distributed through the full-line sales organization as before.

Hollywood's New
COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
- Rates from $6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL
445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOllywood 9-2701

What other Christmas present can you name that...



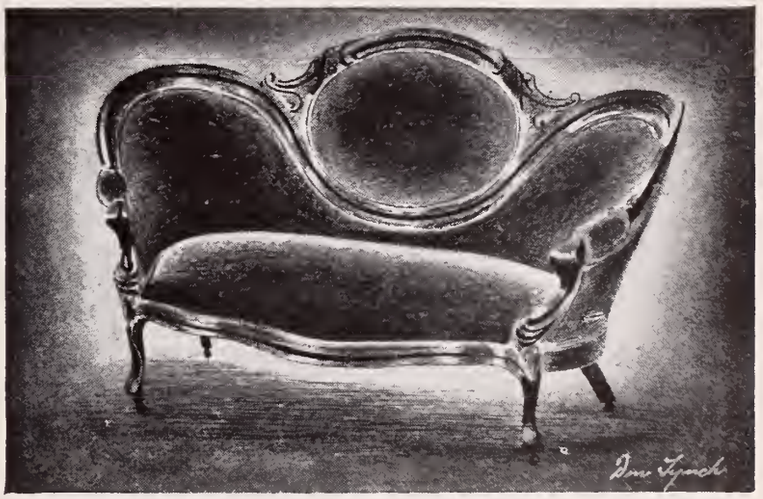
. . . you wouldn't want to exchange



. . . comes in so handy on rainy days



. . . never wears out



. . . keeps increasing in value

. . . is so quick and easy to buy
. . . pleases everyone on your list
AND . . . gives itself all over again
(with interest) ten years later?

U.S. Savings Bonds

Automatic Saving is Sure Saving

THIS SPACE CONTRIBUTED BY RADIO DAILY

Programs To Ukraine Planned By 'V. Of A.'

(Continued from Page 1)

ment the present broadcasts of the "Voice of America" to the Soviet Union in the Russian language, which began in February of 1947.

The new program will be broadcast in the eastern Ukrainian dialect and will be directed to the Ukraine. It will be broadcast from 1:30 to 2 p.m., EST, (9:30 to 10 p.m., local listening time), and will be carried by 16 shortwave transmitters in the United States and will be relayed by four shortwave transmitters which the "Voice of America" leases from the British Broadcasting Corporation and by three shortwave and one medium-wave transmitter at the American Relay Base in Munich. The program also will be re-broadcast daily on medium wave from Munich at a later time.

The new broadcast series will increase to 21 the languages utilized by the State Department's International Broadcasting Division in its world-wide radio service.

Special Airing To Honor Department Store Sponsor

Chicago—The local Weiboldt department store chain, which has been a client of WMAQ, Chicago, for 14 years will be honored by the local NBC outlet here in a special half-hour program Friday, December 16. The Wieboldt firm will also mark the event on its "Your Neighbor Program," which has been heard over WMAQ continuously since 1935. Needham, Louis & Brorby, Inc., Chicago, have renewed the latter program (Mondays through Fridays, 8:00 to 8:30 a.m., CST) for 52 weeks effective December 12.

Wieboldt's started as a WMAQ sponsor in December, 1935 with a series of morning programs. The first announcer was Paul McCluer, who is now NBC Chicago network radio sales manager. The present "Your Neighbor" format includes recorded music, time, temperature, and fashion news by Miss Marlowe.

The special Dec. 16th broadcast will feature anniversary greetings to the store from Chicago civic leaders. The WMAQ husband and wife team, Elizabeth Hart and Louis Roen, will represent Mr. and Mrs. Chicago, while music will be provided by an orchestra conducted by Joseph Gallichio.

Barry Bewildered

Barry was another name for confusion yesterday afternoon in the office of Charles C. Barry, ABC vice-president in charge of programs. ABC's Barry received simultaneous telephone calls on his extensions—504 and 505—from ABC-TV star Wendy Barrie and Jack Barry, radio producer.

XMAS PROMOTION

Xmas Toy House

With its main theme the solicitation of toys for the needy children of greater Miami, WTTT opened a Christmas Toy House in downtown Miami. The house sits on the corner of one of the busy thoroughfares and is decorated in a Walt Disney fashion. WTTT's Santa Claus will broadcast from the house daily from 1:30 p.m. to 2:00 p.m. and interview the children that flock around and various celebrities who are in town at the time. During the day members of the Women's Council of the Boulevard Christian Church will occupy the booth to collect the toys to be distributed on Christmas Day. Assisting in this promotion are a local used car dealer, Olin's, and a kiddie shop, Alray children's Shop and Alray Bootery. The house itself is propped up in front of the A. S. Beck Shoe Store.

Time-Buyers' Tannenbaum

Robert S. Keller, Inc., sales promotion representative, has mailed a unique christmas greeting to 195 New York agency time buyers, all of whom are personal contacts of the firm. The greeting is a compilation of the buyers' names in the shape of a christmas tree bearing the season's greetings and reproduced in green and red on legal size duplicator stationary.

Lombardo Aids Drive

Guy Lombardo will help the Christmas seal campaign in Nassau County with an appearance over WHLI and WHLI-FM, Hempstead, Long Island, on Monday, December 12 from 2:45 to 3:00 p.m. Miss Frances Barbour, director of the Nassau County Tuberculosis and Public Health Association, and Dr. Lindon Davis of Williston Park will also take part.

Busy On TV

Santa Claus is making television appearances on Mondays, Wednesdays and Fridays over WVTR in Richmond, Va. Santa, surrounded by toys in a North Pole workshop setting, reads letters and tells stories on the show from 6:00 to 6:30 p.m. Mother Claus gives Santa an assist by writing the children's names in a book. The Nolde Brothers Bakery in Richmond is sponsoring.

WEOL Aids Santa

The Sears Roebuck & Co. store in Elyria, Ohio has set up a mailbox for letters to Santa Claus and has sponsored broadcasts over WEOL to read the letters. The box, in the middle of the store, has brought a steady stream of children with their parents. The company originally sponsored a 15-minute show daily, but the volume of mail made it necessary to increase the program to 30 minutes each day.

WIBG Plans Party

Zella Drake Harper, WIBG commentator, will hold her 7th annual Christmas party for dependent children on Saturday, December 17th at the State Theater in Philadelphia. A thousand children from 17 homes and orphanages have been invited to the morning affair. Uncle Jim Willard will lead the kids in songs and carols before Santa Claus arrives in time for a half-hour broadcast at 10:30 a.m. over WIBG.

Xmas Recordings

Single 45 rpm records from the Robert Shaw-RCA Victor Chorale album of Christmas Hymns and Carols have been released by the recording company. The album was made available only recently on the new speed. It was previously available on 78 rpm.

National Sales Meeting Held By Thesaurus Staff

(Continued from Page 1)

the projections presented throughout the week, during which plans for programming, production, promotion, advertising and sales developments were outlined and completed.

The meeting brought together for the first time all representatives of the recently organized RCA Recorded Program Services. James P. Davis, manager of Custom Record Sales, under whose direction Recorded Program Services has been placed, presided. Others in attendance were Mercer, Wade Barnes, sales head; Bert Wood, program manager; Ben Rosner, promotion manager; and sales representatives Ad Amor, New York; Bill Reilly, Chicago; and Bill Gartland, Hollywood.

At the meeting's final session, Davis said: "We are all highly elated over the tremendous response our station subscribers the country over have given the new area in Thesaurus. The important new talent in commercially-designed programming already added to Thesaurus will be joined during the months ahead by a steady parade of more top stars in many many hours of saleable radio programs. We firmly believe in the growing importance of transcription services to the industry, and we are more than gratified by the overwhelming vote of approval our station friends have registered for our new Thesaurus plans."

Miles Laboratories Signs NBC 'One Man's Family'

(Continued from Page 1)

duct to be advertised by Miles has not yet been chosen. The series is written by Carleton E. Morse.

"One Man's Family" has been featured on the NBC network since April 29, 1932. The unchanged format will continue to recount the home life of the Barbour family.

Expect No U. S. Action On Cuba NARBA Plea

(Continued from Page 1)

agreement will be made in the spring. The new meet would not be in Montreal.

Earlier reports that State Department pressure for acceptance of the Cuban proposals had been sufficient to swing the agreement, have not been born out, it was said. Industry resentment has been so strong that the American delegation is said to have decided against proceeding with its tentative plan to accept the Cuban demands.

Duquesne U Station Going On Air Soon

Pittsburgh—Duquesne University will dedicate its FM radio station, WDUQ, on Thursday, December 15, and at the same time increase its power from 10 to 2750 watts. The outlet, Pittsburgh's first college radio station, will switch its frequency from 89.3 to 91.5.

The Right Reverend Hugh C. Boyle, Bishop of Pittsburgh, will bless the station during the program. Paul Shannon of KDKA, Ralp Fallert of WCAE and Rege Cordic of WWSW will also take part in the dedication ceremony.

Wedding Bells

Betty Barrett, former time buyer now with the New York Post, was married Nov. 18 to Stuart M. Kelly, staffer at Taylor-Borroff & Co., Inc., national station reps.

Send Birthday Greetings To—

December 9
Ken Niles — Judith Gardner
Willard Butler — Jerry Lesser
Freddy Martin — Linnea Nelson

December 10
Andy Kelly — Chet Huntley
Alvin Austin — Lew Brown
Lois Burke — Ray Collins
Jean Dickenson — Morton Gould
Dorothy Lamour

December 11
Buster Coward — Donald Flamm

December 12
Ann Eden — Edward G. Robinson
Emanuel Demby — Allen Massey
Hal James — Louis G. Cowan
Helen Menken — Danny O'Neil

December 13
Florence Baker — Phil Mayer
Charlie Gregg — Jay Jostyn

December 14
Erskine Johnson
Morey Amsterdam

December 15
Art Brown — Marian Barney
Phil Dakin — Bob Hawk
Maxine A. Chaffin
Edward P. Shurlick, Jr.

TELEVISION DAILY

Section of RADIO DAILY, Friday, December 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

PHONEVISION-HEARING JAN. 16

TELE TOPICS

TV'S PECULIAR ABILITY to bring actuality into the home was demonstrated with candid effectiveness Wednesday nite by "The Author Meets The Critics" award presentation on ABC and the Heisman trophy pickup on WOR-TV. While the former was on the whole a rather stuffy affair—principals sat at a dais onstage with only a curtain for a background—the event was made memorable by the presence of Robert Frost, who received the first prize for non-fiction. It was the poet's initial broadcast appearance and his recitation of three of his poems was indeed a rare treat. Tom Lea, whose novel, "The Brave Bulls," received the top fiction award, was piped in from San Antonio, and Hume Cronyn read a brief but stirring passage from the book. The major part of the show, however, was just so much talk. John McCaffery presided and other participants included ABC prexy Mark Woods, veepee Bob Saudek, packager Martin Stone and critic Lewis Gannett.

•

JUST AS FROST was the highlight of the literary presentation, so was William P. Kelgard, a wizened character actor, the hit of the WOR-TV coverage of the Heisman Memorial Trophy award to Leon Hart, of Notre Dame, at the Downtown A. C. Kelgard had the toughest assignment of all; he followed the actual presentation to the massive lineman. Introduced as the mayor of Turtle Creek, Pa., Hart's home town, Kelgard stole the show with his warmly humorous characterization of a small town executive. His feat was made even more laudable by the fact that he followed the gridiron reminiscences of such polished speakers as Bill Slater, Bo McMillan, Ted Husing and others. Coverage as a whole was excellent and should add to the stature of New York's newest station.

•

FACES WE'D LIKE TO SEE back on the air, but quick: Imogene Coca, Sid Caesar and Marge and Gower Champion, all of the late, lamented "Broadway Revue." . . . Local Chevrolet Dealers have renewed "Pantomime Quiz" in New York and Los Angeles. . . . Ed Herlihy, emcee of WNBT's "Children's Hour" takes up economics today when he reads Prof. Raymond Moley's speech to the NAM session at the Waldorf. . . . Add Cass Franklin, Monica Moore, photog Muky, Gordon Dilworth and Don Russell to the talent lineup for the new DuMont daytimer starting Monday. . . . Phillips H. Lord, originator of "The Black Robe," is readying another show built around "real people in the street." . . . Latest TV feature to be merchandised nationally is Bob Dixon's "Chuck Wagon" series on CBS. Kauffman's Saddlery is manufacturing and marketing the western togs.

ABC Continues Drive For New Money In TV

Curtis Publishing's "Ladies Home Journal" will make its first use of TV next month in a one-shot promotion over three ABC stations. Program, a five-minute dramatized film based on a story in the magazine's January issue will be aired during the week of Jan. 2 over WJZ-TV, New York; WENR-TV, Chicago and WMAL-TV, Washington. BBD&O is the agency.

In New York, the ABC flagship is continuing its drive to bring new advertisers into video, using its "demonstrator" airer, "Holiday Hints," as an opening wedge. Latest to make a TV bow via the show is Fanny Farmer Candy Shops, which signed for three participations through J. Walter Thompson.

Other new accounts for the stanza include Marchal Jewelers, two participations, through William Warren, and Clark & Gibby, one a week for three weeks, through Needham & Grohmann.

Wander Signs Up H. D. For 2 Quarter Hours

Chicago—The Wander Co. (Ovaltine) has contracted to sponsor two quarter hours weekly of the Howdy Doody show on NBC, it was announced here this week by Gene Hoge, midwest sales manager.

Ovaltine will sponsor the 5:30 to 5:45 p.m. (EST) portion of the show on Tuesdays and Thursdays starting Jan. 3, 1950 for 13 weeks. Grant Advertising is the agency.

Balaban Evaluates Impact Of Television

Indicating that Paramount believes that television will compliment the motion picture industry, Barney Balaban, president of Paramount Pictures, Inc., included his views on TV in a report to the company's stockholders which was released yesterday.

Balaban's statement about TV follows:

"Much is being written and published as the result of incomplete surveys, concerning the effect of the rapidly expanding medium of television on the motion picture business. The so-called average "A" picture is now seen by not more than ten to twenty per cent of our population. It is our belief that, by advertising the appealing qualities of these pictures through television to a larger section of the American people, we should be able to attract a much larger audience to the movie theaters to see them and that television will, in the end, prove a positive rather than a negative influence on the motion picture industry. On the basis of our experience with radio, we can reasonably anticipate that the television medium will discover and develop new personalities for the motion picture screen."

WFMY-TV Sells 'Crusade'

Greensboro, N. C.—Pilot Life Insurance Co. has signed with WFMY-TV for sponsorship of the 26-week "Crusade In Europe" film series beginning Jan. 12. Firm has used the outlet since its September debut.

FCC Will Consider Zenith Plea For Experiments

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday set for January 16, in Washington, a hearing on "phonevision." Among other things, the announcement said, the Commission will consider "contemplated non-technical aspects of such operation, including use of telephone facilities; whether, if authorized, such a service should be classed as broadcast or common carrier or some other service designation, and, meanwhile, whether experimental operation on a commercial basis should be authorized."

Phonevision was defined as the transmission of a standard TV signal by a conventional transmitter operating in the VHF band. However, the content of the picture transmitted is altered at the transmitter by a device which "scrambles" the picture when received by a standard TV receiver. A special apparatus furnished to subscribers would "unscramble" the picture at the receiver.

The system takes its name from plans by Zenith to use telephone lines to transmit a coded signal to activate the subscriber's apparatus. Charges would be made for this service. Zenith's program plans contemplate "first run motion pictures, current stage productions, outstanding sporting events, etc."

Zenith Asks Rule-Waiver

The hearing will be on a petition by Zenith for waiver of any rules necessary to permit its experimental TV broadcast station W9XZV, Chicago, to test phonevision on a limited commercial basis for a period of three months on TV channel 2. It proposes to serve 300 test subscribers, most of them located within 10 miles of the Lakeview exchange of the Illinois Bell Telephone Co. in Chicago. Each would be furnished a Zenith TV receiver equipped for phonevision and be charged one dollar for each program viewed.

Programs would have no other sponsor. Zenith would lease telephone facilities, including control switchboards, from Illinois Bell for control purposes. While willing to participate in this test, Illinois Bell reiterated its position that the demonstration should, in no way, be construed as a commitment to provide telephone or bookkeeping facilities on a going basis for phonevision or other type of fee television

Commissioner Hennock will preside at the hearing. Commissioners Coy and Sterling favored a grant of Zenith's petition for the test demonstrating prior to the general hearing.

FCC Defers Color Hearings; Rejects Amateur-Tester Idea

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday pushed back the resumption of its hearings on color TV and the further comparative demonstrations for two weeks, on the strength of petitions by CBS and RMA. The resumption of direct testimony, to be followed by cross-examination, was pushed back from February 13 to February 27, with the first demonstration of the CTI color system postponed from February 6 to February 20 and the second comparative demonstration—including CTI, CBS and RCA color—from Feb. 8 to Feb. 23 and 24.

The Commission also kissed off the Arco Electronics proposal that one year of testing, with 250,000 or more amateurs compiling data, be required of the various color system. The Arco plan, the Commission said, "would cause an indefinite and unnecessary delay in the final determination of the issues."

The Commission pointed out that CTI has no transmission authority and that the facilities of CBS and RCA for color testing "are very limited and it is extremely difficult to estimate how long it would take them to build additional facilities for an adequate distribution among 'the major cities or metropolitan markets'."

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, Dec. 9, 1949

Philips Co. Surveys 15,000 TV Dealers

A survey conducted by North American Philips Company, Inc., to find out what dealers want to know about TV has produced some interesting results.

Questioning some 15,000 select TV dealers in various parts of the country, the survey cards, sent out with the November issue of the company's Newsletter have come back with this "straight-from-the-dealer" information: dealers want to know more about practically every phase of TV from general video news to the fine points of servicing.

On the basis of replies thus far received by North American Philips Company 69% want more general TV news; 65% want more servicing and technical information; 60% want more selling and merchandising tips. Those are top interests. Then there's a drop to the 37% who would like more pictures and visual presentations of ideas, and 33% who would like more news about the Philips company. Surprisingly, only 29% want more stories about other dealers.

Many of the dealers questioned replied with specific suggestions as to technical and servicing, general TV news, and projection type TV. Some 30% of the dealers who answered sell projection of which 16% handle Protelgram-equipped sets.

Movie Theatre Installs 45 RPM Players

At the suggestion of some of its patrons, the Little Carnegie Theater in New York recently installed an RCA Victor 45 rpm record player in their game room for a two-week trial period. Installed to test its practicality as an entertainment service for movie patrons waiting between film presentations, the instrument proved so popular that the management installed a second 45 rpm player to better serve the sharply divided musical tastes of patrons. The phonograph now installed in the game room features the playing of popular and semi-classical numbers while the instrument installed in the theatre's lobby caters to the taste of patrons desiring only classical selections. According to B. D. Bader, assistant manager of the theater, there has been a sharp decrease in activity around the ping-pong and chess and checker tables, a feature of the theater's game room.

GE Device Eliminates TV Screen Markings

General Electric Company announced it has developed a device called a "harmoniker" which will eliminate herringbone markings in most cases on television screens. These markings are signals of high frequency from amateur radio stations. The harmoniker is an arrangement of four coils and condensers in a metal box. To eliminate the television screen markings, amateur radio operators who can construct the harmoniker at home should install the device between transmitters and antennae. GE said it does not plan to market the device commercially.

Commodore Small Emerson Prexy. Ass't.

The Board of Directors of the Emerson Radio and Phonograph Corporation, announced the appointment this week of Commodore John D. Small, former Administrator of the Civilian Production Administration and more recently president of Maxson Food Systems, Inc., as executive assistant to Benjamin Abrams, president of Emerson. Abrams said that Commodore Small "in his new post will help co-ordinate and administer Emerson Radio's extensive and varied activities in the company's heavily accelerated television production program for the forthcoming year."

Reg. NARBA Group Study Interference

Montreal—Interference caused by distant radio stations operating on the same frequencies as less powerful local stations was studied here at a meeting of the regional NARBA conference and brought strong expression of dissatisfaction from Cuba and Canada.

Aim of the conference was to determine equitable distribution of frequencies and their allotment to the interested countries. A delegate from Cuba, Antonio Marti Prieto, said his country wished to be protected against interference from foreign stations and he had no objection to equalizing frequencies" on condition that directional antennae were not employed in such a manner as to prevent the waves being directed towards a country where they would cause interference."

Form TV Dealers Group

The formation of a National Television Dealers Association with headquarters at 402 Washington Building, Washington 5, D. C. has been announced. Incorporated under the laws of the state of Maryland, purposes of the association are to promote the best interests of retail TV dealers, to unite members of the TV retailing industry in all lawful measures for its common good, and to those ends engage in any or all proper trade associations. Edwin A. Dempsey is executive director.

PRODUCTION PARADE

Dist. Named For Polaroid Filter

Eight additional distributors have been appointed to handle the new DeLuxe Polaroid Television Filter, it was announced by Hinter Delatour, sales manager of Pioneer Scientific Corp., New York City, manufacturers of the new improved product. The new distributors are: R. P. McDavid & Co., Inc., Birmingham, Ala.; Kierulff & Co. and Leo J. Meyberg Co., Los Angeles, both to handle Los Angeles and San Diego areas; Leo J. Meyberg Co., San Francisco; Dulaney's, Oklahoma City, Okla.; Sidles Co., Omaha, Neb.; Adleta Co., Dallas, and Crumpacker Distributing Corp., Houston.

New Carton For Sylvania Diodes

The new 1N34A and 1N58A germanium diodes recently announced by the Electronics Division of Sylvania Electric Products, Inc., will be marketed to Sylvania distributors in a new carton and counter merchandiser according to an announcement by George C. Connor, general sales manager. The improved individual crystal carton, he said, was adopted after considerable study of effective color combinations and methods of cartoning for individual crystals and ties in with Sylvania's new counter merchandiser carton for 25 units.

Circle X Indoor Antenna

A revolutionary type indoor antenna was recently unveiled by the Circle "X" Antenna Corporation of Perth Amboy, N. J. The new antenna covers the complete TV band with a minimum adjustment. Circular in design, it incorporates many of the features of the company's outdoor Circle "X" Antenna. Retail price of the new model is $24.

Four New Garod TV Sets

Garod Electronics Corporation announces four new TV receivers, ranging in price from $299.95 to $495. Model 1900, is a 19-inch console with a 203 square inch direct view screen. Model 1344 has a 12½-inch screen housed in a mahogany cabinet and contains the new "Picture-Lock" tuner. The table model 1646 features a 140 square inch picture on a 16-inch screen, mahogany cabinet and "Picture-Lock" tuner. This model also comes in a blond mahogany cabinet.

DuM TV Equip. For KEYL

TV Station KEYL, San Antonio, Tex., has signed up for DuMont telecasting equipment, according to an announcement by the Television Transmitter Division of Allen B. DuMont Laboratories, Inc. The new station will be on the air shortly, with testing scheduled to start in January.

ENGINEERS—CONSULTANTS

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NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

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927 15th St., N.W. REpublic 3883
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Phone 2-7824

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EXecutive 1230
EXecutive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 47 NEW YORK, MONDAY, DECEMBER 12, 1949 TEN CENTS

COLLEGE SPORTS GROUP ASKS TV BAN

Coy, Sterling Favor Trial Of Phonevision

Washington Bureau of RADIO DAILY

Washington — Although agreeing that the whole problem of phonevision "raises serious legal and policy questions," FCC Chairman Wayne Coy and Commissioner George Sterling favor the grant of Zenith radio's petition for a commercial test of the system in the Chicago area. A Commission majority last week decided to set the whole phonevision question for hearing next month. Coy said he believed the idea "represents a new approach

(Continued on Page 6)

Name Weaver Chairman Of Heart Fund Committee

Sylvester L. Weaver, Jr., vee-pee in charge of TV for NBC, has been named chairman of the advisory committee of the American Heart Association's 1950 Campaign, A. W. Robertson, national chairman announced. The drive will begin next February and has $6,000,000 goal to carry forward the fight against heart disease.

Other members of the advisory committee headed by Weaver named were: Everard Meade, v-p in charge of radio for Young &

(Continued on Page 2)

McCarthy Show Leading Coast Hooper Ratings

"Charlie McCarthy ranks first with a rating of 35.9, Jack Benny second with 34.9, and Walter Winchell third with 27, in the Pacific Hooper ratings for November.

Other programs in the first "fifteen" are: fourth, "Fibber McGee

(Continued on Page 6)

TV Critic

Television is keeping school children in Clifton, N. J., away from their books at night, it was charged Friday by Charles M. Sheehan, principal of Public School No. 5. Sheehan pointed out that 40 per cent of the homes in the Clifton area are equipped with television receivers. Then he stated that marks of 40 per cent of students have dropped.

Top Ten

The top ten radio news events of 1949 as selected by the network news chiefs are featured in today's RADIO DAILY on Page 2.

Price Offered Post As Aide To Acheson

Byron Price, former director of the Office of Censorship and now assistant secretary general of United Nations, has been offered the position of Assistant Secretary of State for Public Affairs by President Truman, it was learned Friday. If Price accepts the appointment he will among other duties, have complete supervision over operations of the Voice of America, the State Department's shortwave radio service which headquarters in New York. George V. Allen, now Ambassador to Yugoslavia, formerly held the post.

Robt. Kintner Sells 20% Of His ABC Web Stock

Washington Bureau of RADIO DAILY

Washington — Robert Kintner, vice-president of ABC, sold nearly one fifth of his shares at the network's common stock during October, according to a report released Friday by the SEC. Kintner sold 2100 shares of the dollar par stock in four transactions between October 4 and 15, retaining 10,600 shares at the end of the month.

SEC also reported the sale of sizeable blocs of Philco $3 common stock

(Continued on Page 5)

Urges No Televising Of 1950 Football; Suggests NCAA Proscribe Video; Sees "Threat" To Finances

The TV committee of the Eastern College Athletic Conference Friday recommended that its members make no video commitments for the 1950 football season and urged that the National Collegiate Athletic Association "take prompt and definite action" on tele, which the committee said, is a "potential threat to the financial structure of intercollegiate athletics."

The ECAC lists 76 members of which 38, including Army and Navy, play football.

Ralph Furey, of Columbia, chair-

(Continued on Page 7)

Communications Role Stressed By Sarnoff

"In the struggle for peace, the electron—which is the heart-beat of radio—may prove mightier than than the atom," Brig. Gen. David Sarnoff, chairman of the board of RCA, said at ceremonies marking the first anniversary of the UN adoption of the Universal Declaration of Human Rights on Saturday.

Sarnoff, who received a UN citation for his contribution in the field of human rights, said that "radio

(Continued on Page 5)

Former NAB Executive Joins Staff Of WHAS

Louisville — Harold Fair is the new program director of WHAS, Station Manager Victor Sholis has announced. He succeeds Peter R. Disney, who died last October.

Fair started in radio in 1927 with

(Continued on Page 2)

WDSU Plans Coverage Of Grid Classic On AM-TV

New Orleans—The Sugar Bowl grid classic on January 2 will be aired nationally over the full ABC network of 268 stations through

(Continued on Page 2)

Columbia Records Promotes 2 Execs.

Columbia Records, Inc., have appointed Jeff Wilson to be general sales manager and Ken McAllister as director of advertising and protion, Paul Southard, v-p in charge of merchandising has announced.

Wilson has been manager of distribution and merchandising for the recording firm since January 25,

(Continued on Page 6)

Twenty-Two CBS Stations Set For 'Cisco Kid' Show

Toronto—The Wm. Wrigley Jr. Co. Ltd. will run a half-hour adventure series, The Cisco Kid, over 22 Canadian stations following a 13-week test over three stations. The national campaign will being early

(Continued on Page 4)

FCC Needs Greater Power, Court Hints In WGST Case

Washington Bureau of RADIO DAILY

Washington—Prospects for a much sterner administration of the Communications Act by the FCC loomed yesterday as members of the Supreme Court indicated that the Commission has sought to accomplish by lenient means an end which can be accomplished only by harsh means. The case at issue was the legality of a Georgia State Court award to Southern Broadcasts, Inc., of damages amounting to 15 per cent of the net billings of WGST, Atlanta. The Court award has been challenged by the State University Regents, to whom the station is licensed, and by the FCC as *amicus curiae*, because the abrogation of the contract between the station and WGST was required by the FCC if the station was to retain its license. Southern Broadcasters was the management firm

(Continued on Page 5)

Reverse Procedure

Johnny Andrews, pianist and singer featured on WNBT, on Friday reversed the usual talent procedure of entering the video field by way of radio. He was signed to a five-year contract for a Saturday morning AM stint over WNBC. Andrews, who will continue on the "Easy Does It" video show over WNBT, thus enters radio via the video route.

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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SOUTHWEST BUREAU
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Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(December 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8⅜	8¼	8⅜	.....
Admiral Corp. (N)	16¼	15⅜	16¼	+ 1
Am. Tel. & Tel.	148⅝	148⅜	148¼	— ⅜
CBS A	27¾	26⅞	27¾	+ ½
CBS B	27⅝	27	27⅝	+ ⅞
Philco	30½	29¾	30¾	+ ½
RCA Common	13⅛	12⅞	12⅞	— ¼
RCA 1st pfd.	73¾	73⅜	73⅜	— ⅛
Stewart-Warner	12⅜	12⅜	12⅜	.....
Westinghouse	31¼	30⅞	31¼	+ ⅛
Westinghouse pfd.	102	102	102	+ ½
Zenith Radio	30¾	30⅝	30¾	— ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16⅞	16¾	16¾	— ⅛
Nat. Union Radio	2⅝	2½	2⅝	+ ⅛

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	11¼	12½
WCAO (Baltimore)	17	20
WJR (Detroit)	7¾	8

Former NAB Executive Joins Staff Of WHAS

(Continued from Page 1)

KOIL, Omaha, and has worked at WBBM in Chicago, WBEN, Buffalo, and WHO, Des Moines. In 1947 he became director of the program department of NAB.

McTigue Joins WINS

John D. McTigue, former ABC official, has been named production manager of WINS. McTigue was with NBC before joining ABC in 1941 as publicity director. After a tour of duty with OWI, he returned to ABC as assistant manager of special events. In the year 1947-48, he was on the standing committee of broadcasters at the UN.

Top Ten News Events Selected By Networks

Press chiefs at the four major networks, in response to a RADIO DAILY query, last week compiled their interpretations of the top radio news stories thus far in 1949. Ther selections follow:

ABC

By THOMAS VELOTTA

Russia Gets The A-Bomb
Lifting of the Berlin Blockade
Chinese Communist Win
Formation of the North Atlantic Alliance
Tito's Break With Moscow
Devaluation of the British Pound
Conviction of 11 Communist leaders
Pickup in Business
Armed Forces Unification Fight
The Kathy Fiscus Tragedy

Mutual

By ABE SCHECHTER

Russia's Atomic Explosion
Navy's Challenge of Defense Policies
Communists Sweep China
Devaluation of British Pound
U. S. Treason Trials
Labor Strikes For Pensions
Yugoslavia Breaks With The Kremlin
Air Crashes
The Struggle To Save Kathy Fiscus
American & National League Pennant Races

NBC

By WILLIAM BROOKS

Russia's Atomic Explosion
Unification And Forrestal's Suicide
The Western Counter Attack in The Cold War
The Drive on Subversives
The "Five Percenters"
The Communists Take China
The Church Fights Back, Tito Defies The Kremlin
The Welfare State; Coal and Steel Strikes, Drive Against the Taft-Hartley Act, 1950 elections
Devaluation of Foreign Currencies
The "Veep" and His Bride

CBS

By ED CHESTER

Russia's Atomic Explosion
Communist, and Hiss and Coplon, Trials
The Atlantic Pact
Devaluation of Non-Dollar currencies
Soviet Clashes with Vatican and Tito
Peace in Palestine
Labor's Moves for Pension Security
Unification Hearing and Forrestal Suicide
Washington's "Five Percenters"
The "Veep's" Romance

Name Weaver Chairman Of Heart Fund Committee

(Continued from Page 1)

Rubicam, Inc.; Gael Sullivan, executive director of the Theater Owners of America; Louis Ruppel, editor-in-chief of Collier's; Willard F. Greenwald, research director of Philip Morris & Co., Ltd.; and motion picture actress Irene Dunne.

Others Included

Also included on the committee are: Dr. Robert P. Fischelis, secretary of the American Pharmaceutical Association; Mrs. Arthur "Bugs" Baer, chairman of the 1950 New York Heart Campaign; Henry Hoke, publisher, The Report of Direct Mail Advertising; Ted Cott, WINS program director; and John M. Paver, president of the National Outdoor Advertising Bureau, Inc.

Maurice Odquist, account executive of Kenyon & Eckhardt, Inc.; Samuel Lebensburger, Cappel, MacDonald & Company v-p; and Robert Gray, advertising sales promotion for the Standard Oil Company of New Jersey complete the committee.

WDSU Plans Coverage Of Grid Classic On AM-TV

(Continued from Page 1)

WDSU and televised locally by WDSU-TV, Robert D. Sweezey, general manager of the stations has announced. Gillette will sponsor the ABC broadcast as well as the telecast.

Wismer At Mike

Commentator Harry Wismer will cover the play-by-play of the game which this year pits the Oklahoma Sooners against the Louisiana State Tigers. WDSU-TV will have its sports director, Mel Leavitt, to handle the mike chores.

Sweezey says the tee-vee station will carry all bowl-sponsored events with the exception of yachting and tennis.

ABC will also cover Sugar Bowl boxing and basketball as well as a portion of the Sportsmen's Dinner at Antoine's the night before the football game.

The coverage is the most extensive in the midwinter sports associations 16 years of sports promotion.



Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!

AM FM

WITH

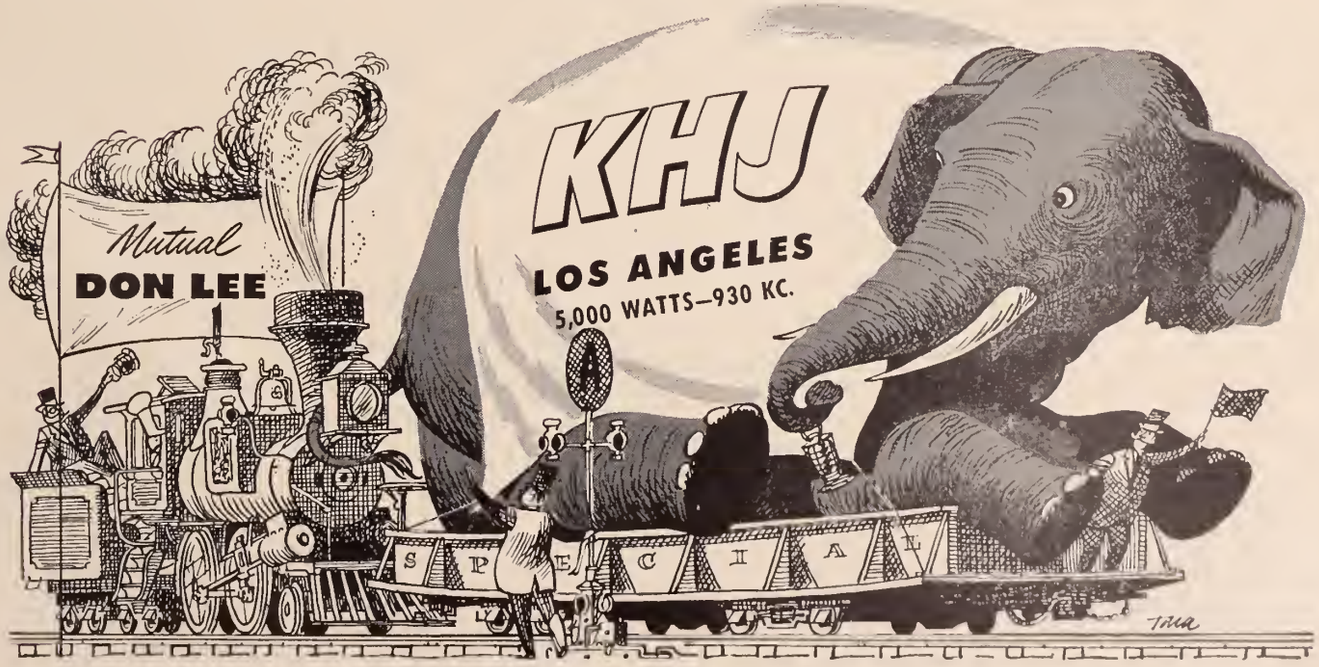
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



2 BIG BUYS—KFRC, San Francisco and KHJ, Los Angeles for the Most Economical, Complete Coverage of the 2 BIGGEST MARKETS IN THE WEST. KFRC and KHJ have had 25 years of successful selling and are Key Stations of Mutual-Don Lee . . . the Nation's Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.



CHICAGO

By HAL TATE

STANDARD OIL COMPANY of Indiana contracted to sponsor the Chicago Bear-Chicago Cardinal pro football game Sunday, Dec. 11, over both television and radio. The telecast was aired over WBKB while the radio broadcast was televised over a midwestern network of stations originating at WIND, Chicago. Joe Wilson handled all the WBKB show while Bert Wilson and Irv Kupcinet took care of the WIND originated broadcast. McCann-Erickson, Chicago, handles the Standard Oil account.

Radio Features has moved to larger quarters at 35. E. Wacker Drive and now occupies practically the entire second floor.

One of the best talks ever given at a Chicago-Television Council meeting was delivered recently by Joseph Pasternak, promotion director of KSD and KSD-TV, St. Louis. He had the members in stitches with his glib remarks. Factually, Joe said St. Louis now has 75,000 TV sets. Biggest problem for KSD-TV, he said, was to sell sets in St. Louis since it's the only station in the market.

Under Frank McGiveran's direction, the 50,000 watt Labor station, WCFL, is rapidly gaining a reputation for its extensive sports coverage. WCFL originated the entire Chicago Cardinal pro football schedule to a special mid-west hook-up. Now they are the key station in a midwestern network broadcasting important Chicago Stag basketball games from the Chicago Stadium as well as key encounters played by the Notre Dame, Northwestern, De Paul and Loyola college basketball teams.

Twenty-Two CBS Stations Set For 'Cisco Kid' Show

(Continued from Page 1)

in January and is being handled through the Toronto office of J. Walter Thompson Co. Ltd.

The transcribed series, produced by the Frederic W. Ziv Company, was originally tested on CKEY, Toronto, CFRA, Ottawa, and CFPL, London. During the test, Wrigley's placed heavy emphasis on promotional features aimed at the juvenile audience. The program, however, has been shown by a survey to appeal to all age groups.

WBAL means business in Baltimore



Man About Manhattan. . . !

● ● ● **WEEK-END CUFF NOTES: The networks are bidding for the services of David Lilienthal for a possible series on atomic energy. . . . CBS-TV may pop that wrestling-Abe Burrows combination opposite Milton Berle as early as the next couple of weeks. . . . "Criminologist at Large," originally planned as a starring vehicle for Paul Lukas by Roberts & Carr Productions, will go to Burgess Meredith instead now that Lukas is filming a picture in India. . . . Hedda Hopper being pitched for a daily video series. . . . The Theater Guild of the Air will offer "The Browning Version" on Dec. 18th with the original cast—Maurice Evans, Edna Best and Ron Randell. . . . Next CBS documentary will be on the subject of U. S. prisons as colleges for crime. . . . Those So. Calif. "beefers" to the FCC about crime on television would do well to tune in CBS-TV's "Mr. I. Magination." There's a show that appeals to kids and adults, has a good showmanship without any rough-house stuff—plus a good rating. . . . Lisa Kirk heading for the busiest stage in her career when she doubles into the Persian Room of the Plaza on the 29th plus TV guest shots and recording sessions. And then there's "Kiss Me Kate," you know. . . . Geo. Racey Jordon, former Air Force Major, who has been headlined for sensational allegations about atom bomb materials sent to Russia in '43, will face the "Meet the Press" panel Dec. 16th.**

☆ ☆ ☆ ☆

● ● ● THEY SAID IT: I'm not publicity conscious. If you want to put my name in the paper—and it'll help you—why go right ahead and do it.—Phil Silvers. . . . One of the most painful descriptions of newspapermen I've ever heard: Underpaid and overprivileged.—Geo. Dixon. . . . The Warners are finding out that the Milton Berle picture, "Always Leave Them Laughing," is doing just as good a business on a Tuesday night as it does any other night, except week-ends.—Sidney Skolsky.

☆ ☆ ☆ ☆

● ● ● **Mary Kay and Johnny Stearns, the NBC-TV headliners, always base their shows on actual happenings from either their own lives or from some incident involving people they know. Several weeks ago, a pal of Johnny's complained about a quarrel he had had with his missus. It was a petty and somewhat humorous argument about who should do the dishes after a group of his friends had been over for a poker session. The Stearns thought it would make an amusing situation for a show and, with the friends' consent, they began writing it just as it happened. The day before the show was to go on, they decided to toss out the script. It seems that the friend's wife had filed suit for divorce and was planning to use the show as exhibit A in illustration of the mental cruelty she had endured.**

☆ ☆ ☆ ☆

● ● ● WHAT A MAN I'D BE IF: I had Ed Fitzgerald's savoir faire. . . . John Kieran's encyclopedic mind. . . . Played piano like Sonny Kendis. . . . Sang like Tony Martin. . . . Told stories a la Harry Hershfield. . . . Stayed as young as Ezra Stone sounds. . . . Could get as much out of the theater as John Mason Brown. . . . Wrote with the facile humor of S. J. Perelman. . . . And had the record royalties of Vaughn Monroe.

☆ ☆ ☆ ☆

● ● ● **Leonard Lyons reports this conversation at the dinner celebrating the 50th ann'y of Harry Hershfield's entry into the newspaper biz. Alfred McCosker said: "Harry, I wish you could have heard the speech I made into my mirror when I was shaving this morning. It was really magnificent." Toastmaster Louis Nizer replied: "The reason a man thinks his speech is wonderful, when he makes it in front of a mirror, is that he is misled by the enthusiastic reception of the audience."**

AGENCIES

JOHN CHURCHILL, formerly research director of Broadcast Measurement Bureau, will join the media department of Benton & Bowles agency in an executive capacity on January 1. Prior to his association with BMB, Churchill was research director of Columbia Broadcasting System.

WALTER H. HAASE has been engaged to assistant vee-pee Richard Turnbull in the field of agency administration, mechanical production and personnel for the American Association of Advertising Agencies in New York. He was formerly assistant to the president of Equity Corporation, New York investment company.

HARRY L. MERRICK, 1st vice-president of Kal, Ehrlich and Merrick, Advertising, Inc., of Washington, D. C., has been elected president of the Kiwanis Club of Washington for the year 1950. He is also a director of the Washington Board of Trade.

JAQUES ZUCCAIRE is now on the Ted Bates & Co. art directors' staff. He was formerly with Lennen & Mitchell, Inc.

SCHOENFIELD, HUBER & GREEN, Chicago, have been appointed advertising agency for Arwell Inc., of Waukegan and the Garton Toy Co. of Sheboygan Wis. Plans for both clients include radio. The Arwell firm is composed of midwestern sanitation engineers specializing in the food and beverage industries. The Garton Toy Company makes toys, wheel goods, sleds and croquet sets.

JERALD H. MELUM has joined Monroe F. Dreher, Inc. in an executive capacity. He was formerly with Dancer-Fitzgerald-Sample, Inc.

REDDI-WHIP MARYLAND, INC. to Ruthrauff & Ryan of Baltimore for newspaper, radio, television, and trade paper advertising. The company processes Reddi-Whip topping in Maryland and Delaware.

HARRY CAMPBELL has joined Geer, DuBois, Inc., where he will be in charge of marketing and media. He was formerly with C. M. Basford Co.

MARIE MEIGHAN has been named space buyer of Dorland, Inc. She has been with Ted Bates Agency and William H. Weintraub.

ALLAN BROWN has joined the copy staff in the Chicago branch of Beaumont & Hohman, Inc. He was formerly with Hill, Blackett & Co.

HARRY W. CALVERT has been named executive v-p of Zimmer-Keller, Inc. of Detroit. Max Denomme, head of the accounting department, has been made assistant treasurer.

PROMOTION

TV Contest

WNBQ, Chicago NBC television station, has received more than 5,000 entries from television fans as a result of an audience quiz contest conducted on the Lincoln Park zoo's television show. On Sunday, December 4, 15 different animals were shown on the program with an offer of an "autographed photo" from Bushman, prize gorilla, to those viewers who correctly identified at least five of the animals. With over 5,000 entries received within three days of the show, Bushman is expected to get writer's cramp—in his feet. The zoo's prize gorilla will do his "autographing" by stamping his footprint on the photos.

Laundry Tieup

No matter in what direction they look, be it indoors or outdoors, on the back of Brunswick Laundry slips or on posters adorning the fleet of 150 Brunswick Laundry trucks, Northern New Jersey housewives are constantly reminded that Sation WBNX is "1380 on Everybody's Dial. This makes "1380" the magic listening number for thousands of housewives who are invited to listen Monday through Saturday at 1:45 p.m. to "Piano Stylists," Brunswick Laundry's own program. Promotion was arranged by A. Lewis King, WBNX, national sales representative.

Offer New Orleans Trip

WGN, Chicago, on its "Dress Up Quiz" show, is offering a week's trip to the Mardi Gras in New Orleans with all expenses paid. Listeners who obtain blanks at the sponsor's store, Gordon's, located on the south-side, must complete following sentence in 50 words or less, "We should all give to the Purple Heart Cigarette Drive because . . ." Holland Engle and Jack Fuller are the co-emcees of the program.

KFDM Booklet

KFDM in Beaumont, Texas, has published a booklet heralding a quarter of a century of broadcasting on the so called "Golden Coast" of Texas. The publication presents a comprehensive picture of the station's growth, its market area, facilities and programs. E. P. J. Shurick, of Free & Peters, Inc., is handling the promotion.

Robt. Kintner Sells 20% Of His ABC Web Stock

(Continued from Page 1)

by officers of the company, with Lawrence Gubb selling 10,894 shares and giving away 36, to retain 14,461, while Russell Heberling sold 10,000 of the 21,470 listed to his account. James T. Buckley retained 11,160 shares after selling 3300 and giving away 170.

FCC Needs Greater Power, Court Hints In WGST Case

(Continued from Page 1)

which had operated the station for the licensee until the FCC stepped in and held that the licensee had to operate the station and assume the full responsibilities of a licensee.

When a new contract was drawn up to permit the management firm to collect the 15 per cent of net billings called for even though it had no further responsibilities, the Commission held that with such a burden around its neck WGST would not be able to function properly in the public interest, and would be hampered in efforts to get into FM or TV. Unless the station broke off the new contract, the license would be taken up.

As the case was argued yesterday, Justices Frankfurter, Jackson and Burton all appeared to lean toward the theory that while the FCC had a right to revoke the license, the management firm had a right to recover under the terms of a contract which was legal under state law. To the contention that the contract became unenforceable if the FCC exercised its prerogatives and revoked the station license, they indicated that this does not relieve the licensee of responsibility to perform under the terms of his contract.

Attorney Max Goldman for the FCC argued that even if the contract had carried a specific clause stating that liability under it should not be affected if the FCC holds that it cannot be performed the contract would be unenforceable. Frankfurter did not appear to agree with him.

Jackson made the point that if state courts could not make an award on the broken contract, parties contracting with broadcasters would have no tribunal to turn to in case fulfillment of the contract runs afoul of the communications act. The FCC cannot award damages, he pointed out.

Justice Black questioned counsel for SBI concerning the import of the Georgia decision, taking issue with that part of the decision which held that the FCC had no right, from the standpoint of the public interest, to forbid performance of the contract.

Communications Role Stressed By Sarnoff

(Continued from Page 1)

speaks to a mass audience and delivers its message with a powerful impact. It can break through any blockade against the influx of facts and ideas."

In a statement on his concept of Freedom to Listen and Freedom to Look for which he was given the UN award, Sarnoff said that only free access to information flowing across all boundaries can make possible a world peace that rests upon mutual awareness of common goals, upon the accomodation and adjustments necessary to reach them, upon the convinction that all people want and require a peaceful world.

"In adding this principle to the long-established rights of a free press and free speech," he continued, "we are not projecting an abstract ideal. We are pointing to the use of the latest and greatest media of mass communications—radio and television— to help solve the crisis of our times."

The RCA chairman went on to say "we can foresee the day when television will enable us to look around the world from city to city and nation to nation, as easily as we now listen to global broadcasts. But this too, would be an empty dream unless the Freedom to Look is given assurance among our human rights."

The ceremonies from Carnegie Hall, New York, were telecast by NBC for two hours and 15 minutes, starting at 5:15 p.m. Following his speech, Sarnoff took part in a roundtable discussion on Freedom of Information with Brig. Gen. Carlos Romulo, president of the UN General Assembly and Dr. Gerritt Jan vanHeuven Goedhart, UN delegate from the Netherlands. Benjamin Cohen, UN assistant secretary-general in charge of public information was moderator.

Advertising Leaders Plan Action On Trade Shows

A new project to help manufacturers use trade shows efficiently and profitably was announced on Friday by M. L. Neison, manager of exhibits for the U. S. Steel Corporation and president of the Exhibitors Advisory Council.

Representatives from the Association of National Advertisers, the Exhibitors Advisory Council and the National Industrial Advertisers Association have formed a joint committee to improve the shows, Neison said. Detailed steps have not as yet been decided upon however, he continued, some of the efforts will be devoted to encouraging exhibit managers to develop and use adequate techniques for providing advertisers with "audience" or "visitor" counts.

Pierce Leaving WGAR

Cleveland, Ohio—John F. Patt, WGAR vice-president and general manager on Friday announced the resignation of R. Morris Pierce, WGAR vice-president and chief engineer, also vice-president in charge of engineering at WJR, Detroit, and KMPC, Los Angeles. Patt said that Pierce has long expressed a desire to go into business for himself and recently accepted a large stock interest and the presidency of WDOK, a new station planning to operate in Cleveland soon.

Patt announced the appointment of Robert A. Fox as WGAR chief engineer effective January 1.

COMING and GOING

HUBBELL ROBINSON, JR., vice-president of the Columbia network in charge of programs, is expected back today from Hollywood, where he had spent the past three weeks on network business.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will be in Chicago Dec. 14 through Dec. 18, attending a meeting of the Mutual network's board of directors.

JOHN T. HOPKINS, manager and chief engineer of WJAX, Jacksonville affiliate of NBC, was in town from Florida last week for conferences with officials of the station relations department of the network.

EDGAR BERGEN, CHARLIE McCARTHY and the rest of the program troupe are in San Francisco. They broadcast their Columbia network program yesterday from the Marines Memorial Hall.

JAMES BAILEY, managing director of WAGA, Atlanta, Ga., was in town last week for conferences with station representatives, network executives and national sales officials of the Fort Industry Co.

HORACE HEIDT, whose program is a feature of the CBS schedule, went down to Camden, N. J., last Saturday and broadcast his show from the Camden Convention Hall.

BERT LOWN, station relations director of Associated Program Service, now visiting subscribers on the West Coast, soon will head for Portland, Ore., where on Wednesday and Thursday he'll attend the meeting of District 17, NAB.

JOHN GUEDEL, producer, and MRS. GUEDEL, are here from the West Coast.

Trio Of Platter Spinners Join WMGM Staff Today

Ted Brown, Kenneth Roberts and Hal Tunis will join WMGM as platter spinners today.

Brown will be on an early morning program Monday through Saturday from 7:00 to 8:55 with the latest releases, novelty tunes and chatter. He has been heard on other New York stations and the networks in the past.

The Kenneth Roberts' Tops in Pops show will be on the same days from 2 to 3 in the afternoon. Popular concerts and recorded features will be used by Roberts. He will continue his network and TV programs in addition to his WMGM appearances.

Hal Tunis will follow Roberts from 3 to 4 p.m. each day with a touch of the nostalgic. Tunis has previously appeared on WOR, and WAAT and WVNJ in Newark.

The three will join other disc jockeys at WMGM, among whom are Ted Husing, Jack Eigen, Bee Kalmus and Leonard Feather.

To Present Original Scripts

In a policy switch, Hallmark Playhouse will hereafter present original radio scripts by well known writers in the place of adaptations which herctofore held the spotlight. Edited by novelist James Hilton, first original to be presented is "Wedding Bells" which was written by Jean Holloway, a regular Hallmark adapter. Program will continue to use Hollywood "names" in leading roles.

Columbia Records Promotes 2 Execs.

(Continued from Page 1)

1949. In his new post, he will be in charge of chain store and export sales..

McAllister has served as manager of distribution and promotion for



McALLISTER



WILSON

the company since January 25, 1949. He joined Columbia in 1941 as manager of popular record promotion and following service with the Navy from 1943 to 1946, returned as merchandise manager. In November 1947, McAllister was made coordinator for Columbia's LP record activities.

McCarthy Show Leading Coast Hooper Ratings

(Continued from Page 1)

and Molly, 23.9; fifth, "Radio Theater" with 20.9; Red Skelton sixth with 20.9; "People Are Funny" seventh with 20.7; Bing Crosby eighth with 20.6; Bob Hope ninth with 19.2; "My Friend Irma" tenth rated 18.8; "Inner Sanctum" eleventh, 17.4; Horace Heidt twelfth, 16.9; Burns and Allen thirteenth with 16.7; "Take It or Leave It" fourteenth with 16.5; and in spot fifteen, "Our Miss Brooks" with 16.5.

Guedel, Linkletter Arrive

John Guedel, producer of "You Bet Your Life," "People Are Funny" and Art Linkletter's "House Party" together with his wife and Irvin and Mimi Atkins, arrived from the coast Friday and are at Savoy-Plaza. Linkletter planed here in time to appear on NBC's TV show "Leave It To The Girls" with Maggie McNellis.

Linkletter will do his show "People Are Funny" from NBC tomorrow and will also guest on Godfrey's daytime radio show Wednesday, that is, the non-cigarette portion anyway. (Linkletter Raleigh cigarettes).

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California Commentary

Hollywood

● ● ● Carlton E. Morse has set two more stage and screen names for the cast of Mutual's "I Love a Mystery." He signed Les Tremayne, currently on Broadway in "Detective Story," and Luis Van Rooten, who is featured in "Champion" for the "Million Dollar Curse," whodunit which will run for 15 broadcasts on the mystery program. Mercedes McCambridge also will star in the story to begin airing December 19. . . . Tommy Dorsey has come up with one of the most ambitious undertakings in his career. To inspire and develop young American musicians, he will launch a chain of music schools from coast to coast in association with other "name" leaders. The best musicians in key cities will teach complete "systems" or musical styles of famous instrumentalists. He's already invited Benny Goodman, Harry James, Jimmy Dorsey, Freddy Martin, Gene Krupa, Carmen Cavallaro, Charley Barnet and many others to join. . . . Now they're paying Radio and screen stars not to appear on television! Gene Autry, CBS cowboy star, receives $500 per week from his sponsor (Wrigley) to stay away from video cameras. The sponsor feels video is not yet ripe for the star and is giving him additional compensation to make up for what he might be losing by not going on TV. . . . Raymond R. Morgan Agency, which packages "Queen for a Day," has offered Mack Sennett a radio program in which the old time comedy king would do a 15-minute weekly broadcast. Format is anecdotal.

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● ● ● Curt Massey and Country Washburne, musical conductor on "Curt Massey Time," are collaborating on modernizing some old Texas folk songs which will be done in album form. . . . Jack Bailey, "Queen for a Day" emcee, makes his first camera tests this week for the movie based on the Mutual Cinderella show. . . . Ed Wynn's new sponsor, Camel Cigarettes, now becomes one of the strongest represented in the TV field. This is a big boost for Wynn who has gone all-out for TV. . . . Jack Meakins, musical director on the "The Great Gildersleeve," is getting offers for his situation comedy. "The Meakins," TV-ed locally. . . . United Productions of America's recent Animation Art Festival was such a success that execs of the Hollywood TV cartoon studio now are making plans to present the show at the Museum of Modern Art in New York shortly after the first of the year. . . . Reports persist that Mutual is scanning its vast number of affiliates to set up a 60-station basic network for clients curtailing budgets. . . . Allan Jones will make a few Hollywood radio and TV appearances during this month in discussions now being carried out by manager Eddie Sherman. First guest shot it slated for the Ed Wynn video program.

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● ● ● An eastern shoe manufacturer has taken an option on Maestro Frank De Vol's "Music for the Mood" half-hour air show as a possible summer replacement program featuring De Vol as conductor-emcee of the all-music format. Century Artists Ltd. is now trying to settle network and time for broadcast. . . . "Life of Riley" video star Jackie Gleason and his manager, Bullets Durgom, have formed their own music publishing house, Material Songs, and the firm will handle original tunes of comic Gleason initially, including his "The Malted Milk" and "Juke Box" song satires.

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● ● ● Benny Goodman has come up with a commercial Capitol record featuring the oldie, "Why Don't We Do This More Often" flipped with an instrumental "Egg Head." . . . Dolly Houston turns in a creditable vocal job on the top side. . . . ● Wait till you hear Dinah Shore's clever rendition of "Bibbiddy-Bobbiddy-Boo.

Coy, Sterling Favor Trial Of Phonevision

(Continued from Page 1)

to the method of meeting the many financial expenses of programming a television station and that a fair opportunity should be afforded for testing."

In a dissenting opinion he added that the Commission will be better able to determine the issues involved in the phonevision application after the experimental trial of the system than before. "If we have the opportunity to have experimentation we should welcome it," he said.

Although he would prefer to have the experimenting done on a UHF channel, Coy said in this case it had to be in the VHF region because there are not receivers for the higher bands. Said he:

"I would not agree to a grant of the petition if I thought that it would lead to the establishment of a new service before all the problems mentioned above were fully explored. However, I see no possibility of this happening. The authorization requested is experimental and hence can be cancelled at any time. Moreover, the period of authorization is for only three months. Finally, the authorization can in no way result in the public making any substantial investment in the system which would operate as a practical matter as a deterrent against discontinuing the experiment. Virtually the entire investment is to be made by the petitioner and even this is to be of a relatively modest nature.

"For the foregoing reasons, I would be in favor of a grant of the petition for a three-month period, making it clear to the applicant that no consideration would be given to the establishment of a service of the type contemplated without a public hearing at which all of the above issues would be fully explored."

Downey To Be Honored

Morton Downey, radio and television singing star, will receive a special Award of Merit at the interfaith meeting of New York's Cinema Lodge of B'nai B'rith at the Hotel Astor, Tuesday evening, December 13th.

THE MORGAN, THE MERRIER
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TELEVISION DAILY

Section of RADIO DAILY, Monday, December 12, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLLEGE GROUP ASKS GRID TV BAN

TELE TOPICS

THE AIM of "Portrait Of America," the NBC handout said, is to join a "family in a typical evening at home" to "capture the true spirit" of its members "as they engage in ordinary, everyday activities." Last week's debut of the Chicago origination certainly succeeded in showing ordinary, everyday people in ordinary, everyday activities. In fact what was seen was so ordinary and so everyday that it was completely uninteresting. Television reflects reality, sure, but that reality must in itself be interesting or else it isn't worth reflecting. . . . Program opened with film clips of the Chicago "L" which narrator Norman Barry was riding to visit the program's typical family. Film took viewers up the front steps of the house and then video cameras took over from the living room. In this cluttered, tasteless parlor were a grandmother, two granddaughters, their husbands, a bachelor cousin and a ten-month-old baby girl. They talked about ordinary, everyday things, the baby squealed and every few minutes an "L" train roared by. There were some clips of their church and its basketball team and a couple of good shots of the baby, but that's all—nothing else happened. It was like a visit with pleasant but dull neighbors. . . . Ben Park, whose radio work acknowledges the value of drama in a documentary, is editorial supervisor of the show and Reinald Werrenrath, Jr., directs.

●

CROSLEY WILL DROP "Who Said That?" at the end of the month, but NBC will sustain the show, probably moving it to another time to make room for a stanza to buck Ed Wynn. . . . Oklahoma City's WKY-TV has inaugurated a novel station break designed to keep all concerned informed of the growing circulation. Announcement reads: "This is WKY-TV, Channel 4, welcoming the 2,753 new television set owners who have joined our audience since November 1." . . . Hank Ladd will emcee the Texaco show tomorrow nite, the first of two that vacationing Milton Berle will miss. Supporting him will be Bert Lahr, the Ink Spots, Gil Maison Dogs, Connie Sawyer and Mary Hatcher.

●

RONSON, WE ARE TOLD, is selling so many lighters as a result of the "20 Questions" simulcast that they're considering keeping the show on TV beyond the current five-week holiday drive. . . . Despite rumors to the contrary, Philco will renew its dramatic series on NBC next month. . . . Chesebrough will add three more non-interconnected stations to its expanding "Greatest Fights" coverage Jan. 1—KGO-TV, San Francisco; KSTP-TV, Minneapolis, and WMCT, Memphis. Twenty-six-week pacts were placed through Cayton agency.

Heller, Of AFRA, Exec. Secy. Of TVA

First steps to implement organization of Television Authority were taken last week when the executive board of TVA, in its first meeting, elected George Heller, of Afra, national executive secretary. Chairman, vice chairman and treasurer will be chosen at the board's next meeting, this week.

After his election, Heller said, "We shall do our utmost to explore all possible methods of arriving at a peaceful solution of differences with the Screen Guilds."

Board Members Present

Board members present at the meeting included Dennis King, Margaret Webster, Mady Christians, Ezra Stone, Aline McMahon, Ben Grauer, Clayton Collyer, Conrad Thibault, Virginia Paine, Mildred Dunnock, Marc Daniels, John Kennedy, Winston O'Keefe, Frances Reid, Philip Coolidge, Paul McGrath, Thomas Calmus, Mary Patton, Philip Loeb.

Paula Purnell, Neil Hamilton Robert Spero, Philip Bourneuf, Nat Briggs, Henry S. Arthur, Beatrice Tompkins, Elissa Minet, Herbert Graf, Donald Dame, Jerry Baker, Dewey Barto, Margie Coates, Alex McKee, Alan Brunce, Vinton Hayworth, Staats Cotsworth, Carl Frank, and William P. Adams.

Producers Merge

Hollywood — Membership of the Television Producers Association on Friday unanimously approved merger with ITPA, New York, into a new organization to be known as the National Society of Television Producers. Both groups will retain their physical organizations with autonomy on the local level and the Society will have jurisdiction on national affairs, it was said.

AIEE Group Schedules Three-Day Tele Meet

A three-day joint session on TV will be sponsored by the New York section of the AIEE at the 116th annual meeting of the American Association for the Advancement of Science. Sessions will be held in the Hotel McAlpin, Dec. 28-30.

Initial session, on the technology, will be presided over by John V. L. Hogan. Others participating include F. A. Wankel, of NBC; R. M. Bowie, Sylvania, and T. T. Goldsmith, Du Mont.

W. L. Laurence, of the New York Times, will preside over a session on the impact of tele, with Sterling Fisher, NBC; Ricardo Muniz, Du Mont, and E. Finley Carter, Sylvania, among the speakers.

Comm. Jones Asks Raibourn For NTSC-Meeting Minutes

Washington Bureau of RADIO DAILY

Washington — Hinting broadly radio leaders have consciously tried to hoodwink the FCC on matters of color development and other TV progress, Commissioner Robert F. Jones on Friday asked Paul Raibourn, president of Paramount Television Productions, for "unexpurgated" minutes of meetings held by the extinct National Television Standards Committee just before it was represented at hearings before the FCC. Jones released an exchange of letters between himself and Raibourn, with Raibourn having written him Nov. 15 to assure of his willingness to testify before the FCC and declare himself on the important TV matters of current interest.

Statement By Raibourn

"I wish to advise you that while I have no new engineering data to offer on the subject of color TV, I certainly have some opinions after perusing the 6000 pages of testimony and almost 300 exhibits," he wrote. "If it is your desire that I submit these opinions in connection with this first phase of the television hearings, I would be glad to appear."

Jones Replies

In his reply Jones said he did not "think it worth while to urge you to develop a re-hash of archaic engineering data in the present color TV record," and took Raibourn to task for not having independent engineering data to offer on the subject. He also scored Raibourn sharply because of the fact that Allen D. Du Mont Laboratories has not offered more positive information on color, since Raibourn has been for many years a director of the company.

ECAC Asks M'b'rs To Make No 1950 Commitments

(Continued from Page 1)

man of the committee, said the 38 schools sent out questionnaires to 30,000 alumni. About 7,500 have been returned with additional replies arriving daily in large quantities.

"While it will take considerable time for final compilation of the survey material," Furey said, "the committee made a preliminary sampling and on the basis of this information feels grave concern in regard to television's effect on intercollegiate football in this area."

The group urged that ECAC's "entire membership support the recommendations" at the NCAA annual meeting, Jan. 14.

Pointing out that ECAC members are in the area with the heaviest concentration of receivers, the report said that "a large majority" of the colleges "have been and will continue to be seriously affected by this new medium. While a minority of member institutions may not be immediately affected," it continued, "your Committee is primarily concerned with the future welfare of the majority of members of the Conference rather than with the present position of a favored few."

Foster Esty Veepee In Charge Of Television

William Esty Company, Inc., has announced the election of Kendall Foster as vice-president in charge of television.

Ruth Jordan and Harold T. Bers, copy supervisors, have also been elected vice-presidents.

Renew 'Fireside Theater'

Renewal of the contract for "Fireside Theater" on the NBC Television network (Tuesdays, 9:00 p.m. EST), was announced yesterday by NBC. The 52-week contract will take effect Jan. 3. Procter & Gamble Co. sponsors "Fireside Theater" for Ivory Soap, Crisco and Duz. Agency is Compton.

WFIL-TV Signs "Q-Ball"

Philadelphia—To further interest of the game, the National Q-Ball Congress, through Philip Klein agency, has signed with WFIL-TV for 13 weekly programs showing competition in the indoor sport. There will be no direct commercials, but sponsor's phone number will be aired to promote installation of the machines in neighborhood centers.

NEW BUSINESS

WENR-TV, Chicago: Home Federal Savings and Loan Association, Inc., through Advertising Division Inc., three spot announcements weekly for 13 weeks; Cigarette Corporation of America, through Sherwin Robert Rodgers & Associates, one spot announcement weekly for two weeks; Twinples Mfg. Co. through L. W. Ramsey Co., three spot announcements weekly for two weeks; United Airlines, through N. W. Ayer, one spot announcement weekly for 20 weeks; O'Conner and Goldberg (shoe stores), through Dade B. Epstein, Chicago, two spot announcements weekly for 39 weeks; United States Tobacco Co., through Kudner Agency, N. Y., one spot announcement weekly for 5 weeks; Wells Petroleum Co., through Guenther-Bradford agency, four spot announcements weekly for 13 weeks; Nielsen's Restaurant, through Guenther-Bradford, one 1-minute announcement for 13 weeks; Gerber & Co, one 1-minute announcement for 13 weeks; The Kroger Co., through Ralph H. Jones & Co., Cincinnati, have ordered sponsorship of a one-hour film entitled "Christmas Story." The telecast will be aired from 8:00 to 9:00 p.m. Saturday, December 24; The Hamilton Watch Co., through BBDO, has ordered two 5-minute programs on WENR-TV to be telecast from 10:15 to 10:20 p.m. on Thursdays, Dec. 8th and 15th.

WEWS, Cleveland: Red's Hobbycraft Shop 10-second spot, once weekly, direct contact. Harter S. Hoover Company (Back-Board Tennis) participation on "Dinner Platter," Monday through Friday. Kemmerling Motors (Ford Dealers) 20-second spots, four in all. Agency: Stern & Warren. Lindner-Davis, 20-second spot, once weekly. Agency: Fuller & Smith & Ross. J. Spang Baking Company—participation on "Uncle Jake's House," Mondays through Fridays. Agency: Gregory & House. Standard Brewing Company, 20-second spot, one time only. Agency: Gerst Advertising. Flexlet Corporation (Wrist Watch Bands), 20-second spot, once weekly. Agency: Edwin Frankenstein Co., N. Y.

Levy Gets Appointment To Park Commission

Philadelphia—Isaac D. Levy, member of the board of directors of CBS and WCAU, has been appointed to the Philadelphia Fairmount Park Commission, the Philadelphia Board of Judges announced. Levy was named by the 21 jurists to fill the vacancy caused by the death of one of the commissioners. The commission operates the city's park and other park properties. Levy founded WCAU with his brother, Dr. Leon Levy. He retired from active management last August.

★ THE WEEK IN RADIO ★

Look For Record Spot Sales In 1950

By BILL SILAG

A total expenditure of $676,000,000 in network, national spot sales local advertising and TV sales was forecast for 1950 with network sales declining, national spot sales holding firm, local sales increasing, and TV sales doubling. The heretofore big radio advertising spenders were reported as continuing their previous policies.

CBC's commercial program revenue was reported as having tripled in the past ten years to a $2,217,129 expenditure in the last fiscal year . . . RCA declared $10,000,000 in dividends and WJR, Detroit, announced a dividend of 20 cents per share . . . and the FCC filed a brief supporting the State of Georgia's appeal from a Georgia Supreme Court decision directing payment of 15 per cent of the gross of WGST to Southern Broadcast, Inc.

Toni Company and the Metropiltan Life Insurance Co. renewed sponsorship over CBS, respectively, of "Give and Take" and "Eric Severied and the News . . . metropolitan radio and TV stations went to bat for New York City's campaign to conserve water with countless public service spots and special programs highlighting the city's water shortage . . . and Kaiser-Fraser announced sponsorship of the first program utlizing the facilities of the Labor Liberal network, an FM web.

The Supreme Court refused to hear an appeal of the Arkansas tax case thereby crushing the industry's hope for early aid in licking the discriminatory tax. The tax has been labeled by the entire industry as setting a dangerous precedent.

Announcement that the FMA will merge with the NAB was made and the NAB's 15th District (west coast) urged that the present number of districts be maintained by the national association. And Lever Brothers, in a centralization move, set up New York offices.

Atwater Kent left an estate totaling more than $9,000,000, Jay Heiten replaced Fred Haywood, who moved to WBAL, Baltimore to direct publicity, as news director for WNBC; and Lowell Thomas Jr. was slated to address Radio Executives Club.

Mutual renewed three shows, two under U. S. Tobacco Co. sponsorship, for 1950. Shows were "Martin Kane, Private Eye," and "Next Door" and Gabriel Heatter and the News. The latter is sponsored by Kremel.

A RADIO DAILY survey revealed a critical shortage of radio receivers in all markets, especially console sets. Shortage was attributed by manufacturers to the conversion of fabricating facilities to TV manufactures and the generally gloomy economic forecasts of last summer which caused makers to cut down production.

NAB's 14th District members met in Salt Lake City, and employees of WINS, New York, protested to the FCC that Generoso Pope's plans for turning the high-powered indie into a foreign language station would throw them out of work.

Standard Oil signed sponsorship papers to bankroll 10 weekly broadcasts by the Cleveland Symphony over WTAM, Cleveland . . . Atlantic Refining announced plans to pick up the tab for radio or TV coverage of 77 basketball games in four eastern cities . . . and Morris Novik completed a deal whereby Don Lee web will carry the recently announced A. F. of L. news program.

ABC announced formation of a special network covering TV markets throughout the nation. Fifty seven stations are being offered TV manufacturers to plug their product in cities now having video stations.

NAB, RMA, and BMB representatives met in New York to discuss the possibilities of forming an organization whose job it would be to provide accurate figures on radio and TV set manufacture and ownership. Manufacturers say that heavy AM shipments are now being made to non-video areas.

Agency and PR people, as well as 20 station representatives met in New York to formulate plans for radio-aid in raising a $2,000,000 fund for the Boy Scouts.

Roger Baker was promoted to assistant to the president of WKBW, Buffalo . . . Frank Hoy was named president of the Maine Broadcasters Association . . . and Margaret Truman announced that her first New York concert appearance would take place over ABC's "Carnegie Hall" program on Dec. 20. The NAB revealed an FM-Lease Plan for Music and Special Events in a study mailed to members. Bill Fineshriner, Mutual VP, announced the introduction of Hollywood originated programs over Mutual, The Christian Churches council bought time over ABC for a 13-week series, and LP records (Columbia's) will be plugged in a two shot hour-long show over nine CBS stations.

Radio spots were reported selling TV receivers in a number of cities with, in many cases, manufacturer and dealer splitting the check and Radio and TV was credited with success of $8,000,000 fund drive put on by Detroit's United Foundation.

Smith Named Tech. Dir. Of Maine Broadcast'g Co.

Portland—Daniel H. Smith has been appointed technical director of the Maine Broadcasting System. Prior to recently joining these Maine stations he was with Western Electric and Graybar Electric in New York, in field engineering and broadcast sales engineering assignments. His addition to the MBS staff is related to the plans for Maine's first TV station to be located in Portland. Mr. Smith will have his office at the studios of WCSH, the key station of the Maine system, in Portland.

COAST-TO-COAST

Guest Speaker

Washington, D. C.—Mary Burnham, assistant irdector of women's activities for WMAL and WMAL-TV, was the guest speaker at a Christmas tea given by the girls of the Youth Division of Metropolitan Memorial Methodist Church for their mothers on Sunday, December 11. Miss Burnham's talk on radio and TV was a part of the "Careers for Happiness" theme that has been pursued by the teen-age girls of the church.

WKRT Santa Arrives

Cortland, N. Y. — Santa Claus landed on the roof of WKRT, the first week of December. A shower of hundreds of balloons gave the hint that Santa had arrived. The local Fire Department sent a fire truck with their new aerial ladder to help him off the roof. When he reached the ground, Santa was interviewed by Program Director Bob Michel and then the kids took over for the next half-hour telling him what they wanted for Xmas.

WMAL Afternoon Music

Washington, D. C.—To assure a full afternoon of good music, WMAL is now programming an hour of classical music from 1 to 2 on Saturday afternoons preceeding the weekly broadcast of the Metropolitan Opera. The program, titled "Overture," features recorded music, and is being programmed by Edith Balzer, music director.

Special Xmas Feature

Worcester, Mass.—In co-operation with the City Welfare Department, the "Julie 'n' Johnny" show is presenting a daily "Orphan-A-Day" feature until Christmas week. Welfare Department supplies Julie with actual case histories of orphans whose care they supervise. Child asks for whatever he wants most for Xmas, and listeners call in to the studio to provide a gift for the orphan mentioned on show.

WKBW Morning Man

Buffialo, N. Y.—Mike Mearian is taking over duties of morning man on WKBW. Mearian has had a long background in morning shows, having recently joined WKBW as a disc jockey.

Named To School Board

Lewiston, Me.—Frank S. Hoy, owner and general manager of WLAM, has been appointed a member of the State Board of Education for this state by Gov. Frederick G. Payne. At a recent meeting of the new Board, Hoy was elected chairman.

Sponsoring WCAX Shows

Burlington, Vt. — The Vermont Structural Steel Corp. and the Vermont Engineering and Supply Company has signed for sponsorship of Saturday home and away basketball games over WCAX.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 48 NEW YORK, TUESDAY, DECEMBER 13, 1949 TEN CENTS

DuMONT ASKS TAX BREAK FOR COLOR TV

Wants To Charge Off Equipment Costs More Quickly Than Now Allowed; Insists Expansion Necessary

Washington Bureau of RADIO DAILY

Washington—Repeating his contention that color video is still well into the future, Dr. Allen B. DuMont yesterday told the Joint Committee on the Economic Report that business needs a better break from the tax collectors. He urged that businessmen be permitted to charge off their

(Continued on Page 7)

NARBA Conference Adjourns For 4-Mos.

Montreal—Delegates to the Third North American Regional Broadcasting Conference, who had been deliberating in Montreal for the past three months on topics affecting the general frequency allocations and broadcasting requirements pertinent to the Western Hemisphere, announced four-month recess in their talks.

The first week of April, 1950, was tentatively set for reconvening. While the locale was not announced, it has been agreed that the United States will be the country.

Main objective of the conference

(Continued on Page 8)

Four Women Veeps Appointed By Agency

Four women vice-presidents have been appointed by McCann-Erickson, Inc., the agency has announced. The four are the first women vice-presidents in the agency's 46-year history.

The new officers are: Mrs. Dorothy B. McCann, an executive producer in the radio-television department; Miss Florence Richards, an account executive; and Miss Alberta Hays and Miss Margot Sherman, copy group heads.

Hudson Buying Spots On 800 Radio Stations

Detroit—The Hudson Motor Car Co. will use spot announcements on some 800 radio stations throughout the country to publicize the new Hudson Pacemaker. The company will also place ads in 2300 newspapers this week. Brooke, Smith, French & Dorrance, Inc. is the agency.

Chuting Santa Signs Off During Mishap

Fort Lauderdale, Fla.—Santa Claus had lunch yesterday with staffers of WFTL and WGOR-FM while he explained the extenuating circumstances which threw the two stations off the air Saturday afternoon.

Santa was making a parachute jump from a plane over Stranahan Field as a part of Fort Lauderdale's Christmas merrymaking. He made the jump but a high wind altered his course. When he descended the parachute caught in high tension wires and held him dangling in mid-air until rescuers arrived.

Old Nick's accident knocked out the special events lines of both WFTL and WGOR. The last words heard during the broadcast was "he's near the ground now—wait, wait, he's tangling up in the wires."

Robert (Jumping Jack) Niles, 22-year-old parachute jumper, will leave Kris Kringle's role to another next year. In the meantime he's a heroic figure in the eyes of the Fort Lauderdale children.

Eldon Park, 40, Dies; Crosley-WINS Official

Eldon Arthur Park, 40, vice-president of Crosley Broadcasting Corp. and general manager of WINS, died at 3:30 p.m. yesterday following a long illness. He is survived by his

(Continued on Page 2)

FCC Holds Hearing On Multiple Fax

A hearing on a petition by Hogan Laboratories, Inc. to amend FCC rules governing facsimile transmission was held before Commissioner Robert Jones in New York City yesterday.

The company requested that the regulations provide "that the transmission of facsimile does not impair the quality of the aural program be-

(Continued on Page 8)

V.I.P. Operators Plan Radio Script Exchange

The V.I.P. Trading Post, a new clearing house for local station programs and sales promotion ideas was established in New York this week as a division of V.I.P. Service, Inc., it was announced yesterday by Bill

(Continued on Page 2)

Byron Price Declines State Department Post

Byron Price, who last Friday was offered the position as Assistant Secretary of State for Public Affairs, has refused the job for financial reasons, it has been learned. Price is currently assistant Secretary Gen-

(Continued on Page 6)

Baseball's Attitude On Radio Discussed

Representatives of the major leagues and baseball high Commissioner Happy Chandler, now meeting in New York for the annual winter baseball conference, are expected to revise major league baseball's policies with regard to radio broadcasting, it was learned yesterday. The baseball magnates decision was in line with demands made last

(Continued on Page 6)

Roosevelt Forms Agency As AM-TV Package Firm

Hyde Park, N. Y.—Elliott Roosevelt in association with Morgan Jones, New York City radio and television man, are forming a radio and television production firm. The business to be known as Roosevelt &

(Continued on Page 6)

AMA Mulling Radio Drive On Health Insurance Issues

The American Medical Association, which last week voted to establish annual dues of $25 for its 142,000 active members, is expected to launch an educational campaign in radio next year as a method of counteracting the government movement toward a health insurance program, RADIO DAILY learned yesterday.

Just what form the AMA broadcasts will take remains to be established. However, consideration is being given to both the purchase of national radio network time and use of regional webs. These programs may be supplemented by localized broadcasts in key center cities.

The question of "ethical" use of commercial radio time has also been the subject of AMA committee discussions, it was reported. General feeling seems to be that whatever

(Continued on Page 6)

Adams' Assist

Cedric Adams, WCCO commentator in New York for a visit with his sponsors wanted his commercials done right when he piped a program back to Minneapolis from the New Weston Hotel yesterday. The commercials were read by C. James Fleming, Jr., of Compton agency, for Crisco, and G. H. Johnson of Dancer-Fitzgerald-Sample for Dreft.

Commendation

The City Council of Philadelphia last week adopted a resolution commending the Philadelphia Inquirer stations, WFIL, WFIL-FM and WFIL-TV for their safety campaign. Titled "Silly Willie Safety Campaign" the series of radio and TV programs were designed to educate the people in the best habits of traffic safety.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(December 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8¼	8	8⅛	— ⅛
Admiral Corp.	19¼	18⅜	18⅝	+ ⅝
Am. Tel. & Tel.	148⅝	148⅜	148⅝	+ ¼
CBS A	27⅞	27¾	27⅞	+ ⅛
CBS B	27¾	27¾	27¾	.....
Philco	32⅛	31	32⅛	+ 1⅝
RCA Common	13¼	13	13⅛	+ ⅛
RCA 1st pfd.	74	73½	73⅝	+ ¼
Stewart-Warner	12¼	12⅛	12⅛	— ⅛
Westinghouse	31½	31	31⅜	+ ⅛
Westinghouse pfd.	103	103	103	.....
Zenith Radio	32¾	31⅜	32¾	+ 1½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16¾	16½	16½	— ¼
Nat. Union Radio	2⅝	2½	2⅝	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14⅜	15⅜
Stromberg-Carlson	10¾	12
WCAO (Baltimore)	17	20
WJR (Detroit)	7¾	8

Newscasting Innovation Planned In Miami

Miami — An innovation in TV newscasting will be established this Sunday when the Miami Herald and its radio affiliate, WQAM, sponsors a newscast over Florida's first television station.

Lee Ruwitch, WTVJ general manager, says the telecast will mark the first time that a radio station owned by a newspaper presents a news program over a competing TV station. It is also the first time in Florida, he said, that a newspaper and a radio station collaborated in presenting a video show.

The newscast, Televiews of the News, will be a weekly feature, he added.

V.I.P. Operators Plan Radio Script Exchange

(Continued from Page 1)

Murphy, head of V.I.P. Service, Inc.

Purpose of the Trading Post, according to Murphy, is to act as an exchange for local station managers requesting specific shows for a client. The idea, he said, stemmed from the organization's gift supplying service to give-away shows which resulted in numerous inqueries from the station managers for specific program and sales promotional ideas that had proven successful on other stations.

Murphy said that nearly all programs which V.I.P. will supply to stations are the brain children of local producers and writers. He said they would receive royalties on any shows sold through his service, such royalty to be based on a percentage of the weekly price of the show.

Now Serving 100 Stations

V.I.P. is currently providing prizes to about one hundred stations for use on give-aways and Murphy says he has at least 200 other stations waiting for merchandise. Murphy stated that, contrary to the trend throughout the rest of the industry, his organization is finding it difficult to supply all stations requesting the merchandise service.

V.I.P. has also packaged five shows which are now being used on stations throughout the country. These include "Cinderella Holiday," "Cross Questions," "Country Store Quiz," "Cut and Take" and "Manhattan Holiday."

According to V.I.P., the "crying need" now is for good teen-age programs and a good early evening quarter or half-hour program appealing to men.

The V.I.P. package ideas will be mostly live and not transcribed. All programs will be exchanged on a non-talent basis with the exception of those angled for network sale.

RCA Develops Kit To Alter Turntable

Camden—A kit of parts for radio stations to convert RCA model 70-C or 70-D turntables to play 45 rpm records will be available in January, RCA announced yesterday. The cost of the conversion parts will be about $70. A special pick-up for the new records will also be in production by that time.

Will Discuss TV Programs

A panel discussion of "Television Programming and Production" will feature Thursday night's meeting of the American Television Society at the Park Sheraton Hotel, E. P. H. James, chairman of the program committee, said yesterday. Jerry Danzig, director of television scripts at CBS, will act as moderator. Participating in the panel will be Henry White, president of World Video, Inc., Worthington Minor, CBS producer; Burke Crotty, executive producer of ABC; James Caddigan, program director DuMont, and Charles B. Brown, of Masterson, Reddy and Nelson.

All Star Cast Set For CBS Xmas Program

Jack Benny will head an all-star cast in an hour-long Mel Ferrer production of "The Man Who Came To Dinner" to be presented over CBS at 5 p.m., (EST) on Christmas Day sponsored by Hotpoint, Inc.

Benny, who will portray Sheridan Whiteside, will be assisted by John Garfield, Henry Fonda, Gregory Peck, Charles Boyer, Gene Kelly and Rosiland Russel.

The show is a holiday one-shot.

Advertise Capehart Line

At Home with Lionel Barrymore, heard over WMGM each Tuesday, Thursday and Saturday from 7:15 to 7:30 p.m., will be sponsored by Frost Refrigerators, Inc. to advertise Capehart Television. The MGM transcribed program brings Lionel Barrymore to the mike with philosophical observations and reminiscenes about famous people. Getschal & Richards, Inc. is the agency.

Lamb Named Veep

Anthony H. Lamb has been appointed vice-president of the Weston Electrical Instrument Corporation of Newark, N. J., Earl R. Mellen, president, has announced. Lamb has been with Weston since 1934 and will assume responsibility for the operation of the Tagliabue Division.

Eldon Park, 40, Dies; Crosley-WINS Official

(Continued from Page 1)

wife and two children; Richard 9, and Roger 2.

The deceased, a resident of Roslyn, L. I., will repose at Fairchild Funeral Home, Northern Blvd., Manhasset, L. I., tonight and until 2 p.m. tomorrow. Interment will take place Friday morning in Cincinnati.

Born In Indiana

Park, a native of Bluffton, Ind., had been associated with the Crosley organization for 20 years, his entire business life. While still a student at the University of Cincinnati he accepted a position as assistant traffic manager for Crosley, and following graduation in 1933 he was successively program co-ordinator, network program supervisor, assistant sales manager, assistant general manager, program director, vice-president in charge of Crosley programs and general manager of WINS.

Shopping Program On TV

Shop by Television, a weekly program with tips to shoppers and housewives over WMAL-TV in Baltimore, will become a half-hour feature today, Tuesday, December 13.

Wrong bailiwick



Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

Mr. Agency Executive:

Can you afford NOT to buy a radio show

1. which coast to coast LISTENERS received so enthusiastically that THEY offered to pay the talents costs of the entire program to continue enjoying it, and

2. which Schwerin says is the BEST-LIKED show of its type yet tested by his system (over 3000 shows)—even topping, among many others, one of the highest-rated commercial shows on the air ("People Are Funny"*)??

WE HAVE IT!!!

phone

MUrray Hill 9-6199

or write

Jack Barry Productions, Inc.

104 EAST 40th STREET

NEW YORK 16, N. Y.

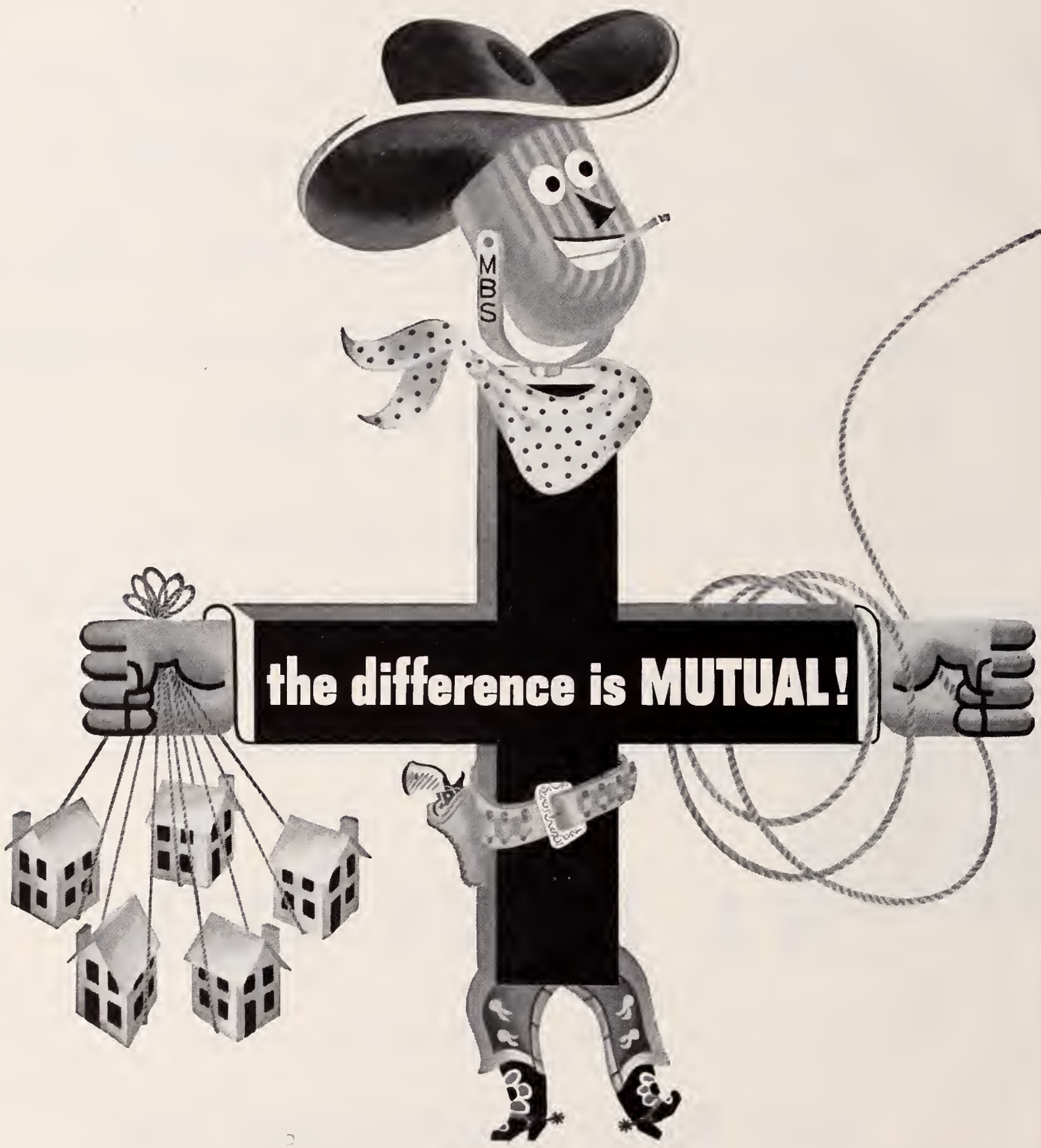
Currently Producing

"JUVENILE JURY"
(General Foods)

"THE JOE DiMAGGIO SHOW"
(M & M Limited)

(*Sorry, John)

How to Get



Every Sixth Radio Home . . . FREE



After serving as the "different" network for nearly 15 years, we now find that difference *branded*—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of five radio homes on other networks will get you six on Mutual. In terms of actual audience *millions*, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen "Homes per Dollar" Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the *cost* of each rating. By dividing net time *and* talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks – strictly by homes-per-dollar – during the latest winter-peak period of January-April, 1949:

Average Once-A-Week Commercial Program on	Radio Homes Delivered per Dollar of Actual Cost
All 4 Networks	336
Other 3 Networks	328
MUTUAL	**398**

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio...the nation's only true mass medium. Here, too, is challenging evidence of how much more *your* radio program can accomplish on this "different" network.

The Difference is MUTUAL!

+

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Lowest Costs, Hookup by Hookup, of All Networks

500 Stations; 300 the Only Network Voice in Town

Maximum Flexibility for Custom-Tailored Hookups

'Where-To-Buy-It' Cut-Ins Available at No Extra Cost

the **mutual** broadcasting system

Baseball's Attitude On Radio Discussed

(Continued from Page 1)

year by the U. S. Department of Justice that certain aspects of the league's broadcast policy made them liable to litigation on the grounds that organized baseball was an interstate commerce.

A recent settlement between the Justice Department and Commissioner Chandler clarified what was, and what was not, interstate commerce insofar as baseball was concerned. Now, according to a spokesman for the Commissioner's office, it would be Chandler's difficult job to work out a realignment with the various clubs in both leagues.

In addition to the Justice Department's demands, there are territorial conflicts involved.

Commissioner Chandler lunched yesterday with league presidents' Harrige and Frick and the matter was discussed informally, however, it will probably not be until today or tomorrow that the problem is resolved in the closed meetings between league representatives at the Hotel Commodore.

Byron Price Declines State Department Post

(Continued from Page 1)

eral of the United Nations at a reported $20,000 per year base salary which is tax exempt plus additional allowances.

The State Department's New York publicity office said yesterday that they "had no idea" as to who would now be offered the post and stated that any forthcoming announcement would emanate from Washington headquarters. George V. Allen held the position prior to his appointment by President Truman as American Ambassador to Yugoslavia.

Among other things, the Assistant Secretary of State for Public Affairs is responsible for complete supervision of Voice of America operations.

Roosevelt Forms Agency As AM-TV Package Firm

(Continued from Page 1)

Jones, Inc., will deal with plays, productions, scripts, transcriptions and other interests for radio, television and theaters.

The firm is also authorized in its certificate of incorporation to acquire, use and sell radio and TV stations and theaters. Ruth E. Hayes of New York City is listed as a director of the firm.

Poppele To Speak

J. R. Poppele, v-p and chief engineer of WOR, will address the American Institute of Architects on Tuesday, December 13 at a luncheon held at 140 East 40th Street. Poppele's topic will be "Television and the Architect."



Man About Manhattan. . . !

● ● ● Some TV dealers who can't fill orders for Christmas delivery are telling their customers to withhold buying a set until after the holidays. They forecast price reductions and the advent of color. . . . Maurice Mitchell, director of Broadcast Advertising Bureau, denying rumors that he's had any job offers and says he's perfectly happy with his present chores. . . . Watch for a battle royal between Nielsen and Hooper for the radio-TV rating biz during 1950. . . . Is "The Clock" headed for the coast for celluloid treatment? . . . Starting Jan. 2nd, Mildred Fenton's "Look Photo-Crime" half-hour series will be heard over ABC five days a week. No cast set as yet. . . . Bob Tucker, of J. Walter Thompson, will add to his chores of casting the Kraft show with the new "Believe-it-or-Not" TV'er which comes back Jan. 4th to NBC. . . . Johnny Desmond's Ronson show switches from Mutual to ABC on Jan. 11th. Jean Carroll, rated by the Berle world as the best of the femme comics around, is due for her own teevee stanza in Jan. Tommy Rockwell is readying a variety package to headline her. . . . Jerry Wayne into the Baltimore Hippodrome on the 29th. . . . Lanny Ross appointed a delegate of AGMA for Television Authority.

☆ ☆ ☆ ☆

● ● ● Cedric Adams reports that a television actor was booked the other day to play the part of a convict and part of the show had to be photographed near a prison outside of New York City. The actor donned his convict suit (the striped variety), traveled clear across Manhattan and then took a ferry to the prison site. Nobody halted his car. Nobody tried to stop him. Pedestrians didn't even show any amazement when he stopped to ask directions. En route he waved to two cops. The cops waved back!

☆ ☆ ☆ ☆

● ● ● THAWTS WHILE THINKING: Can't think of a more consistent singer than the boy with the smile style—Jack Smith. . . . In contrast is Dick Haymes, who follows immediately on the same web. Once a great singer, Dick now runs the vocal gamut from excellent to mediocre and on the same stanza, too. . . . Ken Carpenter, a top announcer always, should be slowed down on the opening of the Amos 'n Andy stanza. With music behind him and his rapid delivery, you can't grasp all the cast names. . . . Hope Miller, a newcomer to "Leave It To The Girls" Sunday, proved as articulate as she is lovely and was a welcome addition to the regular panel.

☆ ☆ ☆ ☆

● ● ● Gene King, WCOP's program director, is doing a slow burn up in Boston over the current gag to introduce him as "Betsy King's father." However, his 'burn' is prob'ly a gag too, as Gene is plenty proud of the little Princess. She's developed into a top air favorite in Beantown and the Navy is throwing her a 9th birthday party aboard an aircraft carrier on the 17th. So you can't blame the old man if he's in the market for new vest buttons from time to time.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: That sweet Macy advertising tie-up with Dennis James was knocked off by Willard Keefe and Dave Tobet who're doing his press. . . . Carl Erbe and Chas. N. Maybruck have teamed up with a new public relations firm. . . . Jo Lyons off for a Puerto Rico vacation and the opening of the Hilton Hotel down there. . . . WHOM readying a series of transcriptions plugging safety in Italian, Polish and Spanish for the Nat'l Safety Council for free distribution throughout the country. . . . Bob Thompson now assistant to Dick Pack, WNEW publicity chief. . . . Irving Fields broadcasting with his trio over Mutual from the Weylin four times weekly.

AMA Mulling Drive On Health Insurance

(Continued from Page 1)

is done must be on a level that will get public acceptance and above criticism. It has been known that the AMA has been sampling radio commentator references to their activities for sometime. The organization has obtained transcriptions of comments in a number of cities and through network news broadcasts.

Mutual Web Plans Pension Documentaries

Mutual will present a special series of four radio documentaries concerned with pensions and their cost. Slated for presentation in January, the documentaries have been prepared by MBS' newsmen in key cities throughout the country in collaboration with executives of insurance companies, federal security officials and noted economists. No specific dates or time slots have yet been announced.

'Veep' To Be Guest

Alben W. Barkley, the "Veep," is scheduled to guest star on the Horace Heidt show Dec. 18, when Heidt's outstanding discoveries of the year compete over the CBS web for $5,000 in prizes.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City

KFRM for Rural Kansas

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 13, 1949—TELEVISION DAILY is fully protected by register and copyright

DuMONT ASKS TAX AID FOR COLOR

TELE TOPICS

FOLLOWING THE DELIGHTFUL Paul Whiteman show on ABC Sunday nites is an opus called "Hollywood House," which does nothing to hold the audience attracted by Pops. Sub-title for the Coast origination might well be "Never give the audience an even break." Most of the gags were antediluvian and the few switches were telegraphed from 'way back, while the two-fold piece de resistance was a squirting Coke machine and a seltzer bottle fight. These and other antics seemed to be material that even Berle has discarded. . . . Regulars involved in the stanza, which followed the delightful Paul Whiteman show, are Jim Backus, as the manager of the hostelry of the title; Dick Wesson, as a bellboy therein, and the Page Cavanaugh Trio. Guests this week were the singularly unappealing Joe Besser, Florence Bates, as a high society-type con gal, and Connie Haines, who happily was allowed to sing without taking part in the other activities. Of the lot, Wesson tried hardest and with the most success, but he too was defeated by the script. . . . Program is produced by Joe Bigelow and directed by George Cahan.

•

THE TV UNIT of New York City's WNYC is looking for a motion-picture director and a film-tele writer. Letters of application, giving experience, should be sent to unit chief Cliff Evans at 500 Park avenue. . . . It had to happen sooner or later dept.: During a closeup of singer Evelyn Lynn on WKY-TV, Oklahoma City, recently, a fly chose her nose for a landing strip and came in on the beam. Evelyn brushed it away, but the insect returned again and again. For several minutes poise and charm battled against the determined pest until a cameraman walked onto the set with a flyspray and ended the battle. . . . Detroit distributors polled by WXYZ-TV report a continuing shortage of receivers—9,243 were sold there last month to bring the Motor City's total to 137,765. . . . Carlton Morse has signed stylist Frances Hodges to an exclusive pact to design wardrobes for femme cast members of "One Man's Family."

•

ONE OF THE MOST EXTENSIVE spot campaigns on the air has been developed by Ruthrauff & Ryan for Dodge autos. Their talking animal films produced by Jerry Fairbanks are now regularly aired by 56 stations. . . . Bob Stevens, of CBS, is taking a breather from his chores as a director to devote more time to producing his two shows, "Suspense," and "Romance." One of Stevens' stories, "Bomber Command," is being adapted for "Suspense" by Halsted Welles.

WXEL, 3rd In Cleve., To Debut Saturday

Cleveland — WXEL, this city's third station, will begin commercial operations Saturday with top officials of DuMont, RCA, Capehart-Farnsworth participating in dedication ceremonies and dinner along with local and state political leaders.

Station has signed a primary affiliation contract with the DuMont web and will carry also ABC, Paramount and WPIX programming. Basic evening hourly rate will be $500 and spot rate $60.

Owned By Herbert Mayer

Owner Herbert Mayer, president of Empire Coil Co., will serve as president of the outlet. Franklin Snyder is commercial manager; Russell Speirs, program director; Thomas Friedman, chief engineer, and Barbara Snyder, publicity.

Station has installed GE transmitter and film equipment and RCA studio cameras. Six-bay superturnstile antenna is atop a 437-foot tower adjacent to the transmitter building in Cuyahoga County, ten miles south of downtown Cleveland.

Digges Takes CBS TV Post

Sam Cook Digges has been appointed manager of television for the Chicago office of CBS Radio Sales effective Jan. 3, Carl J. Burkland, general manager of CBS Radio Sales announced yesterday. Digges has been with the CBS sales organization since April, '49 and previously was associated with WMAL-WMAL-TV. He was active in a number of Washington advertising and philanthropic organizations before coming to New York last April.

Tibbett Opera Group Signs For CBS Series

CBS has signed with Lawrence Tibbett and Henry Souvaine for a program series by the Opera Television Theater, of which Tibbett is artistic director and Souvaine managing director.

Initial production, Bizet's "Carmen," will be aired Jan. 1, 5-6 p.m., EST, with Gladys Swarthout, Robert Merrill and Robert Rounseville in the lead roles and Tibbett serving as narrator.

Future plans call for presentation of operas in 60 to 90 minute periods with a reportory company of guest conductors and singers. Programs will originate from the CBS studios.

Boris Goldovsky, operatic director of the Berkshire Festival, will stage the group's preem. Walter Ducloux will be musical director and CBS designer Richard Rychtarik, formerly with the Metropolitan Opera, will do the sets.

Dorland Ups Barnes

Howard G. Barnes, director of Dorland, Inc.'s radio and TV division and member of the Plans Board since he joined the agency in 1948, has been upped to vice-president in charge of radio and TV. New post is part of Dorland's expanded radio and TV activities.

For the past 10 months Barnes and other agency toppers have been carefully testing out degree of interest in video on part of their accounts and conclusion was such that agency is pulling out all stops on behalf of the medium. Some of Dorland's video-active clients include A. S. Beck, Helbros Watches, Ameritex Fabrics.

Telenews-INS Near Black Ink In Three-Way Newsreel Service

With new clients being added almost daily, the Telenews-INS three-way newsreel service is nearing the break-even point, a spokesman for the combined operation revealed yesterday.

The daily newsreel, the combine's most popular TV feature, is currently being aired by 37 stations in all parts of the country and is sponsored on 27 of these outlets. The weekly news roundup, using footage "salvaged" from the daily operation, is now on 23 stations, of which 13 have landed sponsors.

"This Week In Sports," a weekly quarter-hour roundup utilizing its own coverage, is commercial on seven stations and carried sustaining by five other outlets. In addition, a three-minute portion of the reel is bankrolled on the NBC web by Bond Clothes.

Circulation, Most Important

The spokesman said that the end of red ink for the newsreel is dependent, like most stations, on circulation. The continuous increase in circulation, coupled with a very low percentage of cancellations, he said, points to break-even status in the near future.

Sees 'Break' Vital To Advance Of Polychrome

(Continued from Page 1)

equipment costs more rapidly than is now permitted, and suggested other tax changes. Some companies, Dr. DuMont told the Congressmen, "are experimenting along the line of how bad a color picture they can get away with. But we don't go that far."



DuMONT

He said there should be no FCC authority for color TV until the picture is as clear and as well defined as the best black and white picture of today. He traced rise of the Allan B. DuMont Laboratories, from the start in 1931 with $1,000, until today, when capitalization is about $22 million. Sales this year are estimated to go to $45,000,000, with $80,000,000 predicted for next year, he said.

Sees Expansion Needed

Dr. DuMont made it plain that he did not see how such phenomenal growth would have been possible as the tax laws stand today. Observing that the plant expansion accomplished since the war is already outmoded, he said new expansion is already needed. He hopes to be able to finance it out of profits.

Dep't Store Signs WNBT For Two-Hour Xmas Show

Largest department store venture into TV to date was claimed by WNBT yesterday when it announced that Abraham & Straus, Brooklyn store, had signed for a special two-hour program on Christmas Day.

Originating from St. Nicholas arena at a cost said to be in excess of $10,000, program will feature a carnival format with animal, wild west, trapeze and trampoline acts, children's entertainers, sports celebs and St. Nick.

Pact was placed through Kiesewetter, Wettcrau & Baker, with Joseph Goodfellow representing the station.

Milwaukee Tops 60,000

Milwaukee—Set sales again set a new record in the Milwaukee area during November with a 60,000 total, according to latest monthly survey of dealers and distributors.

FCC Holds Hearing On Multiple Fax

(Continued from Page 1)

low 15,000 cycles per second," that "the facsimile subcarrier used to modulate the radio carrier shall be 25,000 cycles per second," and that facsimile stations be allowed to operate on unlimited time.

The standards now set up by the FCC requires that a facsimile does not degrade the sound below 10,000 cycles and limits broadcasts to one hour daily for facsimile stations and three hours for multiplex or systems sending facsimile and sound simultaneously.

John V. L. Hogan testified that his company now has a system available meeting these higher standards. He also said that it was now possible to broadcast T-V, A-M, and facsimile simultaneously. Commissioner Jones asked about the cost of converting present receivers to the new multiplex system and Hogan replied that it would cost about four or five dollars to convert existing sets and less for new ones.

No other petitions for an appearance were presented to the FCC, but William Halstead, an independent consulting engineer, was allowed to testify. He explained experiments conducted for the Rural Radio Network on a system involving the use of FM for both the facsimile and aural broadcasts. The Hogan system uses FM and AM.

Jones held the record open for ten days to allow both Hogan and Halstead to present further exhibits.

A series of experiments were conducted by the laboratories to display their system. The first involved sending facsimile within the room at the laboratories headquarters. The second test was sent from Columbia University through Major Armstrong's Alpine station, KE2XCC. One of the items was a congratulatory message from Columbia's Dean Ackerman.

Harry Plotkin, FCC counsel, John Willoughby, chief engineer for the Commission, and Cyril M. Braum, chief of the FM broadcast division for the FCC were also present.

Elliott Crooks, v-p in charge of broadcast facsimile for Hogan Laboratories, said after the hearing that the multiplex system has been tested and found successful. He added that one program of facsimile in New York would "break the dam" and start widespread use of facsimile in public places. The new system which does not require FM broadcasters to stop aural programs when sending facsimile, make it practical, Crooks said.

Will Aid Foundation

Robert Q. Lewis, Abe Burrows, Herb Shriner, Janette Davis, and Art Waner's Orchestra will be featured in a special comedy, song and variety half-hour program over CBS Dec. 18, to aid the Arthritis and Rheumatism Foundation. Program will be directed by Norman Winter.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of December 2-8, 1949

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes	Walt Disney
A Dreamer's Holiday	Shapiro-Bernstein
A Thousand Violins	Paramount
Ain't She Sweet	Advanced
Bibbidi Bobbidi Boo	Walt Disney
Bye Bye Baby	J. J. Robbins & Sons
Crocodile Tears	Johnston-Montei
Dear Hearts And Gentle People	E. H. Morris
Don't Cry Joe	Harms
Envy	Encore
Happy Times	Harms
Hop Scotch Polka	Cromwell
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
I Never See Maggie Alone	Bourne
I've Got A Lovely Bunch Of Cocoanuts	Cornell
Jealous Heart	Acuff & Rose
Last Mile Home	Leeds
Merry Christmas Polka	Alamo
Mule Train	Walt Disney
Old Master Painter	Robbins
River Seine	Remick
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
She Wore A Yellow Ribbon	Regent
Slipping Around	Peer
Stay Well	Chappell
That Lucky Old Sun	Robbins
You Told A Lie	Bourne
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin
Christmas Song	Burke & Van Heusen
Here Comes Santa Claus	Western Music
Let It Snow, Let It Snow, Let It Snow	E. H. Morris
Santa Is Comin' To Town	Feist
White Christmas	Berlin
Winter Wonderland	Bregman-Vocco-Conn
You're All I Want For Christmas	Porgie

Be The Good Lord Willing	Blossom
Charlie My Boy	Bourne
Daddy's Little Girl	Beacon
Enjoy Yourself	E. H. Morris
Farewell Amanda	Chappell
Festival Of Roses	Witmark
I Want To Wish You A Merry Christmas	Republic
If I Ever Love Again	Paxton
I'm In Love	United
In Santiago By The Sea	Life Music
Johnson Rag	Miller
Just For Fun	Paramount
Let's Harmonize	Santly-Joy
Merry Christmass Waltz	Advanced
My Street	Campbell
Someday You'll Want Me To Want You	Duchess
Souvenir	Beacon
Sweetest Words I Know	Life Music
Toot Toot Tootsie Goodbye	Feist
'Way Back Home	Bregman-Vocco-Conn
You're Always There	Bregman-Vocco-Conn

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NARBA Conference Adjourns For 4-Mos.

(Continued from Page 1)

was to draft a new treaty to replace the Havana (1937) Agreement which expired in March, 1949. At the time of the 1937 agreement, the conference had to concern itself with the allocation of frequencies for a little more than 2,000 broadcasting stations. At the time of the Washington Conference in 1946, which extended the original Havana Agreement for a three-year period under an interim agreement, the number of broadcasting stations had risen considerably and today they total 2,964.

The countries concerned with the 107 frequencies are Canada, United States, Cuba, Mexico, Dominican Republic, Haiti, The Bahamas and Jamaica.

The recess will give the United States and Cuban delegations a chance to discuss the channel differences between the two countries and these discussions will get under way in Havana early in February. It is hoped that these meetings will produce a basis for final negotiations when the NARBA meeting is resumed in April.

Motor Boat Show Plans N. Y. Spot Campaign

An extensive advertising campaign including radio has been mapped out to publicize the 40th National Motor Boat Show, H. A. Bruno & Associates announce. The show will be held at New York's Grand Central Palace from January 6 to 14.

Publicity will begin on Wednesday, December 14 and continue until the end of the show. Radio spots will be placed by the A. Lewis King Radio Advertising on approximately six New York stations beginning on January 2. A tentative list includes WNEW, WMCA, WBNX, WMGM, WINS, and WOV.



BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 49 NEW YORK, WEDNESDAY, DECEMBER 14, 1949 TEN CENTS

CBC ANNOUNCES CANADIAN TELE PLANS

Pope Counsel Replies To 'Language' Charge

Washington Bureau of RADIO DAILY

Washington—"The FCC has been asked to take on a new function," attorneys for publisher Generoso Pope said yesterday—that of guaranteeing the jobs of employes of WINS. Attorney Marcus Cohn also quoted at length from utterances of former FCC chairman, James Lawrence Fly, on the value and propriety of foreign-language broadcasting. Pope, present licensee of WHOM, seeks to buy WINS from Crosley Broadcasting Corp.

Fly, as counsel to the WINS em-

(Continued on Page 6)

Lee Bland Will Head WCCO Program Dept.

Lee Bland, now assistant director of special events for CBS, has been appointed program manager for WCCO, 50,000-watt CBS-owned Minneapolis-St. Paul station, it has been announced by Wendell B. Campbell, WCCO general manager. Blands appointment is effective Jan. 3.

Gene Wilkey continues as assistant general manager and assumes new duties as WCCO general sales manager. Bland will assume many of his programming duties.

With CBS since 1941, Bland was

(Continued on Page 2)

Two Stations Off Air As Result Of Accident

Albany, N. Y.—The crashing of a trailer-truck into a power line pole at Glenmont knocked WXKW off the air for two hours and WROW for 40 minutes, at the start of their broadcast day. The two stations have transmitters in the suburb.

May Ban Bingo

Montreal — Broadcasting of Bingo and similar games of chance may come under the ban of the Canadian Broadcasting Corporation. It was announced that the governors will consider a resolution against such games at their next meeting. It will hear representations, both oral and written, at this meeting from all parties concerned.

For Men Only

Greensboro, N. C. — Demonstrating the effectiveness of radio advertising and the fact that mere man enjoys the distinction of having his own shopping night, Gilbert M. Hutchinson, general manager of WBIG, and the Greensboro Merchants Association, combined in staging a "Men's Night Only" for Christmas shoppers.

The idea originated with Bob Jones, who conducts an early morning program, "Groans by Jones." It received the quick okay of General Manager Hutchinson and the approval of the Merchants Association.

Men shoppers took over the Greensboro department stores last Friday night. Women shoppers were barred and the stores even put on male clerks in the lingerie department for convenience of the customers.

"It was a great success," Hutchinson said. The Merchants Association has asked us to repeat it again next year."

14-Million In Billings Signed Up By CBS

CBS will realize more than $14,050,000 in year-end sponsorship renewals and new business starting immediately after the first of the year, the web announced yesterday. CBS has renewed eight different sponsors for fifteen different programs for a total billing of $10,250,000. In addition, the

(Continued on Page 5)

$4,500,000 Loans To Government Web Providing For Three Stations—Two In Montreal And One In Toronto

Montreal — Plans being finalized by CBC call for construction of two TV stations in Montreal—one English and one French—and one outlet in Toronto. First test programs are expected to be on the air next autumn, with regular programming slated to get under way by Septem-

(Continued on Page 7)

President To Speak On Xmas Eve Program

Washington Bureau of RADIO DAILY

Washington — President Truman will speak over the four major networks and many independent stations from Independence, Mo. on Christmas Eve. The speech will be part of the ceremonies attendant to the lighting of the nation's Christmas tree on the White House lawn.

The half-hour broadcast from 5 to 5:30 p.m. (EST) will include carols sung by the National Press Club, the music of the United States Marine Band, and a talk by Secretary of Interior Oscar Chapman.

Record Nov. Business Reported By WGAR

Cleveland — Carl E. George, WGAR, veepee and sales head announced yesterday that November was the all-time biggest month from point of business in the 19-year-old

(Continued on Page 2)

Disc Jockey To Interview Baseball Stars In Flight

Steve Ellis of WMCA will take to the air literally today when he records three broadcasts with a group of stars in a flight over New

(Continued on Page 4)

Philco Earnings Rise During Past 3 Months

Philadelphia — Philco earnings in the last three months of 1949 are expected to be greater than the total earnings for the first nine months of the year, William Balderston, president, has announced.

Sales of $150 million brought earnings equal to $1.32 on common stock in the nine months ending September 30, the report showed. Net earn-

(Continued on Page 6)

WLIB Making Strong Bid For Negro Market In N. Y.

WLIB will add a number of new programs of interest to the Negro market, Harry Novik, general manager of the station announced yesterday.

The first of the shows will be a three-hour salute to Harlem which will be run this Saturday, December 17 in cooperation with the Pittsburgh

(Continued on Page 6)

$350,000 Pillsbury Contest Pays Publicity Dividends

The $350,000 investment by Pillsbury Mills in its nationwide Grand National Recipe and Baking Contest paid off in goodwill, sales of the company's products and publicity, according to Robert Keith, Pillsbury's director of advertising and public relations. Top prize of $50,000 went to Mrs. Ralph E. Smafield of Detroit at yesterday's closing luncheon at the Starlight Roof of New York's Waldorf-Astoria.

Pillsbury took over the Waldorf's Grand Ballroom on Monday, installed 100 General Electric stoves and set the finalists in the contest to work preparing their specialties in a "bake-off" for final judgement yesterday. The finalists, Keith said, were selected in a series of nationwide bake-offs from more than 300,000 entries.

In addition to a free trip to New

(Continued on Page 5)

Lindbergh On ABC

Col. Charles A. Lindbergh will be heard on ABC Saturday from 9:15-9:30 p.m., when he delivers an address, his second since the end of the war, at the dinner of the Aero Club in Washington, D. C. He will receive the 2nd annual Wilbur Wright Award for "distinguished service to aviation." Date is the anniversary of the Kitty Hawk flight.

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FRANK BURKE : : : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(*December* 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/8	8 1/8	8 1/4	+ 1/8
Admiral Corp.	19	18 3/4	18 3/4	+ 1/8
Am. Tel. & Tel.	146 1/2	146 1/4	146 1/2	+ 1/8
CBS A	28 1/4	27 1/2	28	+ 1/8
CBS B	28	27 3/4	28	+ 1/4
Philco	33 3/8	32 1/8	33	+ 7/8
RCA Common	13 3/8	13 1/4	13 1/4	+ 1/8
Stewart-Warner	12 1/2	12 1/4	12 3/8	+ 1/4
Westinghouse	31 7/8	31 1/2	31 7/8	+ 1/2
Westinghouse pfd.	102	102	102	.....
Zenith Radio	33 1/4	32 1/2	33	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 7/8	16 7/8	16 7/8	+ 3/8
Nat. Union Radio	2 5/8	2 1/2	2 5/8	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/8	15 3/8
Stromberg-Carlson	10 3/4	12

Insurance Co. Renews World News Roundup

"World News Round-Up," CBS co-op series, has been renewed for 52 weeks starting December 31 by the Metropolitan Life Insurance Co. over WCBS. Program is a Monday through Saturday early morning presentation with Ned Calmer reporting from New York and features round-the-world pickups. Young and Rubicam, Inc., is the agency.



☆ COMING AND GOING ☆

WENDELL CAMPBELL and TONY MOE have returned to WCCO, Minneapolis, following a short trip to New York for conferences with Columbia network executives.

KENDALL FOSTER, newly-elected vice-president in charge of television for the William Esty Co., has arrived by plane in Hollywood, where he will arrange the taking over of the Ed Wynn video show for Camels, client of the agency.

HARRY LA MERTHA, radio editor of the St. Louis Globe-Democrat, and JIM SPENCER, of the St. Louis Post-Dispatch, are en route back to Missouri none the worse for having exposed themselves to guest shots on the Arthur Godfrey show over CBS on Tuesday morning.

HILDA WATSON, office manager of the NBC public affairs and education department, on Dec. 22 will fly to England to spend 10 days of the Christmas season with her family.

WILLIAM THORPE, member of the sales department at WFBL, Syracuse, N. Y., and his bride are honeymooning in New York.

DAVE GARROWAY, comedian and master of ceremonies whose morning program is heard on NBC from Chicago, today will leave the Windy City for Philadelphia by way of New York. He'll broadcast today's program from Radio City and then will head for Philly, where he will receive an award from the Junior Advertising Club.

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., who has been recuperating from a recent operation, is spending several weeks at Miami Beach with MRS. CONLEY and daughter, Nancy Jean.

CLIFFORD GOLDSMITH, writer of the "Aldrich Family" scripts for television, who spent the past few weeks in New York setting details for the program, has returned to Tucson, Ariz., from which point he will script the feature.

HARRY WISMER, American network sportscaster, on Sunday will be in Los Angeles, where he will broadcast the vital gridiron contest between the Los Angeles Rams and the Philadelphia Eagles for the National Professional Football Championship.

Lee Bland Will Head WCCO Program Dept.

(Continued from Page 1)

formerly associated with WCMI, Ashland, Ky.; WKRC and WCKY, Cincinnati; and WFMJ, Youngstown, Ohio. While at CBS, Bland worked closely with Norman Corwin and made a round-the-world trip with the writer-director-actor recording documentary material for use in the web series "One World." Bland edited more than 150 hours of broadcasts for this series.

In 1947, he became assistant director of the CBS documentary unit and was named to assist special events director later that year.

Burdick A. Testrail

Montreal—Burdick (Bert) A. Testrail, industrial and merchandising counsellor, died Saturday, December 10, at Toronto General Hospital after a prolonged illness.

Pioneer in radio in the early 1920's, Mr. Testrail became vice-president of the Rogers Majestic Corp., Ltd., in 1929, and at the same time president of the Canadian Radio Corporation, Ltd., distributing company for Rogers, DeForest, Majestic and Motorola radios and Norge and Apex electrical appliances.

A native of Kansas City, Mo., Mr. Testrail came to Canada in 1912 from the Babson Statistical Services in New York as advertising manager of the old R. S. Williams and Sons Co., Ltd., musical instrument distributors, in Toronto.

Enlisting in the first World War, he went overseas with the U. S. Army in 1917.

Stork News

Washington—Deborah Ann Brechner, born Friday, December 2, ought to be a star, if heredity has anything to do with it. Her father, Daniel, is an engineer at WWDC here; her uncle Joe is general manager of WGAY, Silver Spring, Md.; and another uncle Sidney Brechner, is an engineer at WJR, Detroit.

Record Nov. Business Reported By WGAR

(Continued from Page 1)

history of the station, one of the Richards group.

Included in new business for November was six-a-week ten-minute news broadcast for Shell Oil and heavy announcement schedule for Hudson Motors, Kaiser-Fraser, Dodge and P & G for Prell.

November renewals included six-a-week quarter-hour morning news for Metropolitan Life, six-a-week morning quarter-hour for Simonize and announcement schedule for following: Ajax Cleanser, Ward Baking, Halo Shampoo, Tenderleaf Tea, Blue Bonnet Margarine and Carr-Consolidated Biscuits.

George said the business outlook for 1950 is bright.

Station And Newspaper Raising Fund For Boy

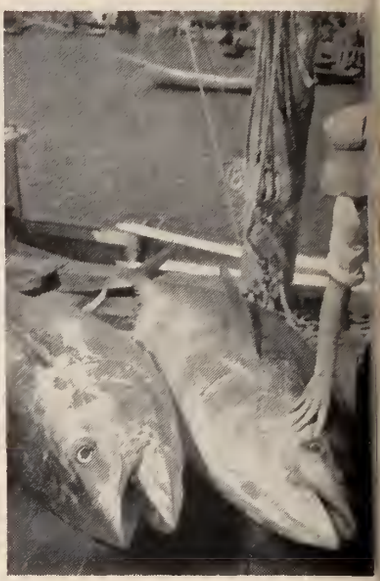
Huntington, W. Va.—WHTN and the Huntington Publishing Co. have started a fund to provide a Merry Christmas for an 11-year-old youngster who is fighting a losing battle against incurable cancer.

With merchants, business men and other people of Huntington now offering their support for the boy, Frank Harris, and his widowed mother, the only question remaining is whether the boy will live until December 25.

The fund began on a broadcast of Lan Singer's Sport Round-up and reached $200 within 15 minutes. More than $1300 has now been raised. Other gifts include a free turkey and toys for the stricken youth.

Motorola Dividend

Motorola, Inc .will pay a 37½ cent quarterly dividend on common stock on January 16. The directors of the company also declared a special of 37½ cents payable on the same date. A 25 cent dividend was declared in previous quarters.



Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today!

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

★ AGENCY NEWSCAST ★

FRANK SMITH, vice-president of Benton & Bowles, Inc., New York advertising agency, has been elected to the Board of Trustees of Packard Junior College. Packard is one of the oldest business schools in New York, having been founded in 1858. It became a junior college early this year. Smith is account executive on various Procter & Gamble brands handled by B. & B.

DAVID T. SCHULTZ has been elected a director of the Raytheon Manufacturing Co.

WILLSTED & SCHACTER, has been formed with offices at 280 Madison Ave. One of the partners, Fred Schacter, was formerly an account executive with Hirshon-Garfield, Inc. Martin Willsted was president of Ace Advertising Agency.

ARTHUR C. NIELSEN, president of A. C. Nielsen Company, has been elected a member of the Board of Trustees of the Wisconsin Alumni Research Foundation. The Foundation, founded in 1925, was formed primarily for the purpose of insuring soundness, in all respects, in the commercial development of a most important scientific descovery known as the Steenbock process—by which a great variety of products can be "charged" with Vitamin D by subjecting them to the rays of a certain type of lamp.

FRANK DWYER, general sales manager, Tennessee Valley Chemical Corp., has announced the appointment of Buchanan & Company advertising agency, New York, Chicago, Los Angeles and San Francisco, to handle the advertising for two new TEV products, TEV plastic starch and TEV Wick Deodorizer.

NATIONAL ANALYSTS, INC., Philadelphia marketing research firm, has added three research executives to its staff as part of a program to expand facilities for its clients.

They are: Cyril (Cy) Coggins, formerly vice president of Standard Outdoor Advertising, New York City, William H. Scott, 2nd, formerly assistant director of Market Research, Eastman Kodak Company, Rochester, N. Y., and Robert L. Taylor, formerly regional manager, Market Research Division, Dun & Bradstreet, Philadelphia.

WALTER H. HAASE has joined the executive staff of the American Association of Advertising Agencies in New York.

EDWARD F. EVANS has been named research director of J. D. Tarcher & Co., Inc. He was formerly director of research for ABC.

THE BIB CORPORATION, Lakeland, Florida, packers of Bib Orange Juice for Babies, has named Charles W. Hoyt Company, Inc. as their agency.

NATE TUFTS has joined the Hollywood office of BBD&O in an executive capacity. He was formerly a v-p of Ruthrauff & Ryan.

EMILY ASHE BANKS has resigned as publicity director of Town Hall and America's Town Meeting of the Air. She will announce her new plans later.

CARL ERBE and CHARLES N. MAYBRUCK have formed a public relations firm known as Erbe Maybruck Associates, Inc. at 595 Madison Ave., New York.

Three Lever Programs Renewed On CBS Net

Lever Brothers have renewed three CBS network programs for another 52-weeks, it has been announced.

Effective Jan 2, "Lux Radio Theater" has been renewed as have "My Friend Irma" and "Junior Miss." Effective dates for the latter two shows are, respectively, January 2 and 7.

J. Walter Thompson is the agency for "Lux Radio Theater," Foote, Cone, & Belding for "My Friend Irma," and Needham, Louis & Brorby for "Junior Miss."

To Entertain Overseas

American troops in Germany will be entertained during the holiday season by Jeanette MacDonald and Gene Raymond. The two have accepted Air Force invitations to fly to the continent on Sunday, December 18.

Raymond is recording his Amazing Mr. Malone program so that the ABC feature will continue during the three weeks he will be abroad.

KOA Silver Anniversary Planned For Tomorrow

Denver—KOA will observe its silver anniversary tomorrow with special broadcasts throughout the day.

The station now owned and operated by NBC has two and one half hours of programs scheduled including a coast-to-coast NBC show. A morning broadcast of a birthday party in the studios will open the festivities.

A dedicatory broadcast from 9:30 to 10:30 p.m. (MST) will feature greetings from city, state and government officials, editors, NBC and RCA officials and others. The latter half of the show will be carried by the NBC network.

Will Expand Production

Seaboard Studios, Inc., producers of motion pictures, television commercials and photographic illustrations, will expand their facilities in the coming year. Orin Donaldson has joined the company as a photographic illustrator.



Their Atomic Interview Was Radio-Active

One of the biggest stories of the year broke Dec. 2 when Fulton Lewis, Jr. interviewed Major George R. Jordan, former air force Lease-Lend inspector at Great Falls, Mont. Major Jordan charged that Russia obtained atomic bomb secrets, plans and uranium from the U. S. in 1943 and 1944 through orders from high officials in the White House. Two investigations (by the House Committee on Un-American Activities, and the Joint Congressional Committee on Atomic Energy) were immediately started as a direct result of the broadcast.

Preceded by two months of checking of the story by Lewis and his staff (including prior reports to the FBI), the interview is one more example of the Fulton Lewis, Jr. role as a public servant, uncovering situations and getting them corrected. His program offers a ready-made audience, network prestige, local time cost with pro-rated talent cost. Though currently sponsored on more than 300 stations, there may be an opening in *your* locality.

Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

SOUTHWEST

TED NABORS, program director of KTHT, MBS and TSN outlet in Houston, has again been appointed of radio publicity for the annual Goodfellows Christmas Drive. Feature of this year's radio campaign is a request for listeners to write a letter to Nabor's "Top-o-the-Morning" program on KTHT, telling their own opinion of "what it means to be a Goodfellow." Letters need not include donations, but past experience proves most will contain a contribution.

Harold Hough, director of WBAP-TV, Fort Worth, has announced the results of the latest tabulation of teevee sets in the Fort Worth-Dallas area, as a whopping 26,225 receivers. This figure is indicated by the number of names on the WBAP-TV free program mailing list to set owners and information from dealers and distributors in the area. Latest total is up 5,425 sets during the past month.

WOIA-TV program director, Justin R. Duncan, opened San Antonio's first live television program surprise package with the words "anything may happen tonite," and then proved his statement with the completely unrehearsed "Family Affair" which spotlighted WOAI-TV personnel. The informal WOAI-TV preview, which began regular programming on December 11th, drew a prompt telephone response that indicates an anxiously enthusiastic TV audience awaits the day when the regular schedule will get onto their screens.

Dick Perry, WOAI-TV production manager alternated with Duncan in the emcee post and all departments were represented in the "cast" that included Dallas Wyant, promotion manager, Hull Youngblood, film manager, Bud Vinson, ventriloquist, Eddie Hyman, sports director, Margaret Weinheimer, vocalist, Eugene Jenkins, engineering, and Betty Cochrane, secretary to WOAI-TV's greatest booster, Hugh A. L. Halff, sometimes referred to as President of WOAI-TV.

Disc Jockey To Interview Baseball Stars In Flight

(Continued from Page 1)

York City in behalf of the Christmas seal drive. While the flight is in progress, Ellis will interview the celebrities for later broadcast.

The show will be carried by Ellis on his Giant Jottings program over WMCA from 6:45 to 7:00 p.m. between now and Christmas. The flight is being conducted in cooperation with the New York Tuberculosis and Health Association, The New York Giants, The National Airlines and WMCA.

To be heard on the programs are Robert Merrill, bandleader Wingy Manone, Rex Barney and Ralph Branca of the Dodgers, Sid Gordon of the Giants, Primo Carnera, Carl Braun, Joe Falcaro, Lee Omo, and Lee Savold.



Man About Manhattan. . . !

● ● ● AROUND TOWN: Helbros Watch Co., has picked up the tab on NBC's "Richard Diamond" series with Dick Powell. . . . Local Ford dealers have bought an hour on ABC-TV Christmas Eve plus an hour Christmas Day to present the British film, Chas. Dickens' "Christmas Carol." . . . His intimates insist that Fred Allen is quietly readying a television series for next season. . . . Xavier Cugat due in town next week to hire some new musicians for his March tour of Europe. . . . Look-alikes: Mel Allen and the Shah of Iran. . . . Jimmy Fidler building a TV show with format slanted toward the kiddie trade. . . . Roberta Quinlan being set for a recording deal with Decca. . . . Sir Stork winging toward the Chuck (WABD) Tranums. . . . When Gene Williams was asked "what happened to vaudeville's comeback," he cracked: "It only came back for revenge, so it's killing television." . . . Dorothy Lamour opening her own dress manufacturing outlets which will be affiliated with 20th Century Frocks, of L. A. . . . Jack Gilford's description of a conservative: A guy who can wait to see the film version of "So. Pacific" when it comes to television. . . . Allen Funt's Candid Camera gets a citation from the U. S. Camera mag for having been "the television show to make the most outstanding new contribution to photography in 1949."

☆ ☆ ☆ ☆

● ● ● The alleged oracles with the muscular typewriters have been saying for a long time now that video will have to create its own talent. Maybe so, but from what we've observed, most of the really great work in TV is being done by lads who cut their eyeteeth on radio and took the newer medium in stride. John Tillman, WIPX's chief announcer and night program supervisor, is a case in point. This youthful TV pioneer, who's already got some 3000 TV hours under his belt, can look back on some 15 years in radio. In the course of his work now, John performs as an emcee, news commentator and straight spieler on some 25 stanzas a week. He'd be the first to admit the value of his training garnered in radio. Video has its own special requirements, of course, but don't minimize the importance of radio background.

☆ ☆ ☆ ☆

● ● ● Roger Kay just dropped in at our desk and made our eyes pop with the most impressive presentation for a TV show that we've yet glimpsed. (When we first broke into this business, our editor cautioned us against ever calling anything 'the most'—but there's gotta be an exception sometime). At any rate, this presentation he whipped up for "The Cheater," starring Paul Lukas (whom he has under exclusive contract for radio and TV, incidentally) is the MOST BEAUTIFUL we've ever seen. The art work alone on its nine pages took 32 man-hours per page, just to give you a slight idea. Roger also dropped the information that he's very close to a sale on the package for both radio and TV—but not a simulcast. This Roger Kay has cut himself quite a swath in the few years he's been in this country. Born in Cairo in 1920, he lived most of his life in Paris. Arriving in this country in 1942, he allowed himself a few months to learn the language and then entered network radio via a job as director at ABC. Leaving the web he served for a while with the OWI as a director of French and Italian shows and in 1946 trotted off to H'wood where he dashed off the screenplay for "Desperate Holiday." Back to N. Y. in '49, he created, perfected and produced "For Angels Only," a widely-publicized and imitated hour-long TV show. In August he formed Roger Kay Enterprises with six packages ready for action, including the aforementioned Paul Lukas starrer and "Everything for Angela," with Mady Christians. Quite a record for a lad who had to learn the language less than 10 years ago—and we thought you'd be as impressed with it as we are.

CHICAGO

By HAL TATE

CLAUDE KIRSCHNER will emcee the annual Off-the-Street Club party which will be televised by WENR-TV on December 24th. Kirschner, who is ring-master of ABC-TV's "Super Circus" show, will have among his guests Peggy Lee, Hildegarde, Dean Martin and Jerry Lewis, and a host of others. It will be a full hour show.

Nelson Bros. Furniture stores, one of Chicago's biggest radio advertisers, have extended the Tony Weitzell show into a nightly 10-minute series over WBBM. Weitzell is columnist for the Chicago Daily News. The George Hartman agency handles the Nelson Bros. account while Herby Bailey Associates handle the contract for Weitzell.

Jack Brinkley, head of the recording firm bearing his name, happy to see his youngster who is home from aviation school for the holidays.

Lucky Strike cigarettes reported just about ready to close a deal for Dave Garraway's TV show on NBC.

Ethel Smith, former "Hit Parader," and queen of the Hammond organ, opened her first cafe engagement at Chicago's Blackstone Hotel Dec. 9 for four weeks. Ethel interrupted preparations of her own TV show to accept the engagement. Her TV show will originate in New York and present plans call for a daily show of music and comedy talk featuring herself and a "booking agent." The latter would be a puppet character.

WBBM announcer Fahey Flynn acted as emcee of "Bond's Children's Christmas Party" from the lobby of the RKO-Palace Theater on December 10th. Santa Claus was "guest star."

The annual ABC-NBC Christmas party will be held Saturday morning December 17th at ABC's Civic Studio. The entire cast of ABC's "Super Circus," plus several vaudeville acts, will furnish the entertainment.

"Movies for Kids," new Saturday morning feature over WBKB, proved to be one of the greatest audience draws in recent years, according to John Mitchell, manager. Show is aired from 10:00 to 11:00 a.m. when no other TV station is on the air.

Johnny Desmond is starting a "G.I. Hit Parade" on the "Breakfast Club."

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Pillsbury Contest Pays Dividends In Publicity

(Continued from Page 1)

York and a stay at the Waldorf, Pillsbury gave each finalist the GE stove they used on Monday.

Keith, who called the promotional contest a "resounding success," gave considerable credit to radio's promotion of the affair and his statement was underlined when, in the course of accepting their prizes, six of the nine top winners credited their entry in the contest to Galen Drake's plugs over his ABC show sponsored by Pillsbury.

Contest Veteran

Mrs. Casimir F. Shubbie of Fort Worth, Texas, who was contestant No. 88 in the Pillsbury baking awards, is no newcomer in the field of radio contestants. Mrs. Ssubbie won the "Miss Hush" award on the Ralph Edwards program in 1947 and collected $22,700 in merchandise. Her baking entry yesterday was "Apple-Brittle Delight."

Keith said that it has not yet been decided that the contest would be an annual affair but stated that it might be. He said that radio announcements of the competition brought on the greatest rush of grocery store tear-offs for contest rules in the history of the flour company.

Pillsbury sponsors, in addition to Galen Drake, the Art Linkletter show over ABC and Grand Central Station over CBS. Drake and Linkletter both move over to CBS under Pillsbury sponsorship shortly after the first of the year. The company has also signed Cedric Adams of WCCO for a five-minute five-a-week commentary over the full CBS web.

Mrs. Roosevelt Participant

Participating in yesterday's luncheon were Eleanor Roosevelt, who presented the final winners with their prizes, Art Linkletter, Arthur Godfrey, John Gudel, Frank Stanton, Galen Drake, Mark Woods, Cedric Adams. Linkletter emceed the presentation of prizes which was carried over CBS-TV and Cedric Adams acted as toastmaster. Philip Pillsbury, president of Pillsbury Mills, was host.

Top prizes were: first place, $50,000; second place, $10,000; third place, $4,000 and additional prizes of $1,000 each to the five winners in separate baking fields.

Leo Burnett Co., Chicago, is Pillsbury's agency.

Joins Press Department

Bob Thompson, formerly a member of the ABC press department, has been named assistant to WNEW's director of publicity and special events, Richard Pack. He served with the public relations section of the 7th Air Force in the Pacific during the war. Florence Eschmann, now secretary to Pack, is another new member of the WNEW department.

XMAS PROMOTION

Plan Xmas Party

Boston—A birthday party aboard the aircraft carrier Kearsarge in the Boston Navy Yard for the Hub's youngest disc jockey, Betsy King of WCOP, will help acquire toys for less fortunate children. The first 400 of Betsy's listeners who write in requesting tickets will be her guests when she celebrates her 9th birthday on December 17. In addition to the tickets, her guests are asked to bring a new toy, which the Navy will distribute to less fortunate youngsters at the Navy's annual Christmas party. The party to be held on the ship's hangar deck includes movies, music, and Christmas carols by the ship's band.

Aiding TB Drive

In keeping with the tradition and spirit of Christmas giving, WWJ is "giving a day" to help prevent TB and Health Society Christmas Seal sale will be made on 24 shows and newscasts originating at WWJ on Wednesday, December 14th. Throughout the day, listeners will be reminded that they can show their Christmas spirit by buying Christmas Seals.

Will Play Santa Claus

Carlton E. Morse, producer-author of Mutual's I Love a Mystery series, will be an international Santa Claus at a Christmas day party in Rome. Morse will carry a bag of toys for children at the Maria Beatrice Colony, an orphanage operated by the Foster Parents' Plan for War Children, Inc. The toys are only a token of a half-million gifts that listeners sent to his program and to Mutual's Bob Poole Show.

Campaign For Record Players

WNEW's Martin Block is conducting a campaign on his Make Believe Ballroom for contributions to buy record players for the children's wards of 18 city hospitals. A total of 65 players will be needed to supply the hospitals. Record companies have donated over 1,100 record albums to be distributed to the hospitals with the players.

Topeka Turnout

The arrival of Santa Claus in Topeka, Kansas this year attracted more than 6,000 people to the Union Pacific Railroad Depot through the efforts of WREN and the North Topeka Merchants' Association. Santa was publicised over WREN, by an airplane with loudspeakers and colorful signs. When he arrived on his North-Pole-Special train, Santa was greeted by the Mayor of Topeka and interviewed over WREN. A parade and another broadcast followed.

Merchants Buy Time

A group of 28 independent merchants in Norfolk, Virginia are sponsoring a daily 30-minute program of Christmas music on WLOW. The merchants are featuring contests for best house Xmas decorations, best recipes, and best shopping hints.

Xmas Sales On TV

Santa Claus is now selling cutlery and tableware via WFIL-TV on a Monday-through-Friday five-minute program in Philadelphia. Santa, who is WIFL's farm news commentator Howard Jones, also appears on other video shows for the station. Boys and girls who attend his weekly 5:15 p.m. show are given a stocking full of toys.

Phoenix Businessmen Protest CBS Charge

Protesting against the dropping of KOY as a CBS affiliate in Phoenix for KOOL, owned by Gene Autry, civic leaders in Phoenix yesterday addressed an open letter to all CBS affiliates giving their version of the transaction. The letter bore several signatures including those of Nicholas Udall, mayor of Phoenix; L. C. Boies, sheriff of Maricopa County; Stephen C. Shadegg, president of S-K Research Laboratories and P. M. Roca, president of the Phoenix Community Council.

The letter reviewed the establishment of KOY twelve years ago by three Arizona men, Jack Williams, Al Johnson and John Hogg and commended them for their public service to the community. The station became a CBS outlet in 1937 and has remained as such until CBS "arbitrarily refused to renew its contract with KOY," the letter states.

It is charged that the network negotiated the transfer to KOOL through a "deal" with "a movie cowboy—radio entertainer who is not and never has been a resident of Phoenix or Arizona" and that "he has good friends who hold policy making positions with the Columbia network."

Officials of CBS in New York when advised of the letter had no comment to make. KOOL is owned by Gene Autry and is managed by Charles Garland.

Maloney Takes News Post With WCCO, Minneapolis

Minneapolis—WCCO, CBS outlet in Minneapolis-St. Paul, has named Wiley S. Maloney as director of news and special events, effective December 15. Sig Mickelson, director of public affairs and production manager for the station, has been in charge of news and special events for WCCO. He will become director of the division of discussion for CBS in New York on January 16.

Maloney was with UP for 13 years before joining the public relations department of Pillsbury Mills, Inc. in 1946.

14-Million In Billings Signed Up By CBS

(Continued from Page 1)

web has captured $3,800,000 in new business.

CBS sponsorship renewals after the first of the year are: Procter & Gamble Co. for "Rosemary," "Big Sister," "Ma Perkins," "Young Dr. Malone," "Guiding Light" and "Brighter Day;" Lever Brothers Company for "Junior Miss," "Lux Radio Theater," and "My Friend Irma;" B. T. Babbitt, Inc. for its 3 p.m. daytime serial; Toni Co. for "Give and Take;" Metropolitan Life Insurance Co. for "Eric Sevareid and the News;" Pillsbury Mills, Inc. for "Grand Central Station;" Wm. Wrigley Jr. Company for "Gene Autry" and Continental Baking Co. for "Grand Slam."

New business starting immediately after the first of the year shows Pillsbury Mills, Inc. sponsoring Art Linkletter's "House Party" and Cedric Adams starting Jan. 3; Wm. Wrigley Jr. Company assuming sponsorship of "Life With Luigi" starting January 10. Gillette Safety Razor Company on Jan. 2 will sponsor special one-time broadcasts of the Orange Bowl and Rose Bowl football games. Increased billings also will come from expansion to full network facilities of "Gangbusters" sponsored by General Foods Corp. and the B. T. Babbitt, Inc. serial.

CBS adds 100 stations on the Babbitt show, taking them away from NBC's Babbitt show accounting for $500,000 in extra billings.

Will Carry Documentary

A special documentary program scripted by Robert E. Sherwood and Ernest Kinoy and starring Eddie Albert will be presented by NBC in cooperation with the American Civil Liberties Union, Thursday, Dec. 15, at 12:05 to 12:30 a.m. Entitled "The Battle for the Bill of Rights," the special program will commemorate the 158th anniversary of the ratification of the Bill of Rights." The full NBC web will carry the show.

Anti-Histimine Discussion

Dr. Perrin H. Long, associate physician at Baltimore's Johns Hopkins Hospital, will explain and evaluate "New Treatments For Colds" on Dec. 17 on CBS' "Adventures in Science" program. Subject matter for the program is tied-in with the introduction of the anti-histimine drugs to drug store counters. The common cold, according to Dr. Perrin, is one of the most costly, dangerous and annoying ailments, and is the cause of the loss of millions of work hours yearly.

On WNEW Program

Sir Laurence Olivier will broadcast on BBC's Pleasure Parade over WNEW on Sunday, December 18 from 10:15 to 10:30 p.m. Gracie Fields will provide the vocal entertainment and Jean Simmons will be interviewed.

Philco Earnings Rise During Past 3 Months

(Continued from Page 1)

ings in the same period last year equaled $4.23 on the common stock.

Balderston reported in a letter to stockholders that "the 1950 Philco television receivers have received universal recognition, as evidenced by the tremendous demand from distributors, dealers and the public." He said radio and phonograph models "have also met with exceptionally fine puplic assistance."

New television plant facilities were financed out of earnings from other years, Balderston said. The plants are now operating at record levels, he added.

WLIB Making Strong Bid For Negro Market In N. Y.

(Continued from Page 1)

Courier. Channing Tobias, Earl Brown and other prominent Negro leaders will appear on this broadcast which will emanate from the Hotel Teresa in Harlem. This program will be a one-shot affair to be heard from 7 to 10 a.m.

The "Y Hour" which will be run during the salute from 9 to 9:30 on its first broadcast, will be a weekly feature thereafter. Ralph Bunche, UN mediator in Palestine, will be guest speaker on the opening program. The "Y Hour" is being run in cooperation with the YMCA and YWCA of Harlem and features a chorus of 40 voices in addition to outstanding classical and light classical talent.

A Sunday morning series will present the New York editor of the Pittsburgh Courier, George Schuyler, beginning this Sunday at 9:30 a.m. He will discuss Negro life throughout the world on the co-op with the Pittsburgh Courier.

The Amsterdam News in New York City has also arranged a tie-in with WLIB, Novik said. The station will put mikes into the news room of the paper where the editor, Julius Adams, will preside over a discussion of news as it affects Negroes. The premiere will be on Saturday, December 24 from 9:45 to 10 a.m.

A women's program with Betty Granger heard each Thursday from 9 to 9:15 a.m. run in conjunction with the New York Age, was announced previously by WLIB.

Stork News

Mr. and Mrs. Bill Kalan are the parents of their first child, Jonathan Russell, 7 pounds, born Dec. 11 at Doctors Hospital. Father is sales manager of Schwerin Research Corp.

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California Commentary

By ALLEN KUSHNER

Hollywood

● ● ● "Name a Star" to start on KNBH, Hollywood, under Van De Kamp Bakeries Sponsorship. The program will fill the 7:55 to 8:00 p.m. time spot. The California Advertising Agency handled the deal. . . . Six participating sponsors already have signatured contracts for "Chef Milani's Kitchen College" which is aired over KECA-TV on Fridays, from 6:45 to 7:30 p.m., PST for 13 weeks, it was announced by Bob Laws, ABC Western Division Sales Manager. Clients signed include: Western Stove Co., Culver City, Calif.; Thru the Brooks Advertising Agency; Freeman Certi-Fresh Foods, L. A., through the Bogerts, Hollywood; Hunts Foods, L. A., through Young & Rubicam, Hollywood; American Beauty Macaroni, L. A., through Dan B. Miner Agency, L. A.; Laura Scudder Monterey Park, Calif., through Davis Co., L. A. and The Wilson Packing Co., L. A., through Davis & Co. Agency, Los Angeles. . . . The Hancock Oil Co. of Calif., will sponsor "Strange Adventure" over KNBH for a period of 13 weeks beginning Sunday, January 1, 8:30 p.m. to 9:00 p.m. The program each week will consist of two 15-minute dramatic films, Ruthrauf and Ryan is the agency. . . . Mutual-Don Lee's "California Caravan" show (Sundays, 3:00-3:30 p.m.) will be entered for a possible award in the 14th American Exhibition of Educational Radio Programs to be held at Ohio State University, May 4-7, 1950. So high is listener acceptance of this program that it received the 1947 10th district P.T.A. award and producer Lou Holzer was invited by the L. A. Board of Education to lecture before numerous local high schools on the subject. . . . "Radio Techniques in the Advancement of History and Cultural Subjects." The broadcast series is based on authentic happenings in early California history. . . . The Whiz Vacuum Cleaner Company, L. A., will sponsor Tuesday, Wednesday and Thursday participations on KNX "George Fisher programs" for 13 weeks beginning Dec. 6th. Dick Donald Adv. Agency placed the order and Joe Marshall is the KNX account executive.

☆ ☆ ☆ ☆

● ● ● Cinch Products, Inc., through the Elwood J. Robinson Adv. Agency, will sponsor two and half hours of the annual Tournament of Roses parade in Pasadena over KNBH Jan. 2. The TV cameras will go into operation at 9:15 a.m. Bud Cole will handle directorial chores for KNBH. . . . An energetic all-radio campaign has been launched on KFSD, San Diego, by the Hudson-Severin Co., San Diego, promoting Hudson Pacemaker and used cars; using spots and weekly half-hour musical show, sponsor is awarding free use of a new Hudson for a week-end, plus free accommodations at famous guest ranches, in listener-participation angle. Account was placed direct for 13 weeks. . . . Standard Brands, for Chase and Sanborn Coffee, will sponsor three weekly spot announcements on KNX for 52 weeks beginning Jan. 9th. Compton Advertising, N. Y. is the agency. . . . KDON, Monterey, California, has renewed and extended their contract for the continued use of the World Broadcasting System's Transcribed Library service. . . . Jack H. Little has joined the Don Lee network as news and special events man under Lee Mawhinney, chief of the Don Lee News Bureau. Little is moving from the Armed Forces Radio Service where as a civil service employee he produced the Hollywood Bowl series on platters for overseas use for the past two years.

☆ ☆ ☆ ☆

● ● ● Newest addition to the announcing staff of KFSD, San Diego, NBC affiliate is Ed Baltimore, formerly of KOA, Denver. Baltimore assumes duties of Alvin Yantiss, now producer-writer assigned to direct "The World in Song," with KFSD's ten-piece studio orchestra, and also Produce station's Farm Bulletin Board. . . . KECA-TV's Richard J. Goggin, senior director, has been appointed technical adviser of TV and radio sequences in the 20th Century-Fox motion picture, "My Blue Heaven," now in production and co-starring Betty Grable and Dan Dailey.

Pope Counsel Replies To 'Language' Charge

(Continued from Page 1)

ployе group, told the FCC last week that foreign language broadcasting is of "questionable" value from the public interest standpoint.

Cohn said the petition filed by Fly for the committee of employes of WINS does not call for any action in terms of normal Commission procedure because it does not complain "of anything done, or omitted to be done, in contravention of provisions of law or of the Commission's rules and regulations."

"These Particular Employees"

In essence, he said, the committee "requests the Commission to guarantee these particular employees—and not to others—their jobs . . . the objection ignores the fact that with the consumation of the assignment of license and the subsequent sale of WHOM, the total number of employees in the radio broadcasting business in New York will probably remain about the same."

He charged that "instead of frankly stating to the Commission that the only thing that concerns the committee is the fact that perhaps some of its—and only its—members might lose their jobs, there is an attempt made in the objection to castigate and ridicule the concept of foreign language programming. . . .

"The committee attempts to abuse the Commission's processes, it attempts to use an inappropriate forum to accomplish self-serving results which are completely unrelated to the public interest," it was argued.

Pointing out that only a minority of the jobs of the members of the committee would be affected at all whether the station programmed entirely in English or entirely in other languages, Cohn submitted an affidavit from Pope that he had never discussed the matter of employment with any representative of the committee — although the committee statement said Pope had informed it the jobs would be gone.

Quotes From WHOM Case

On the matter of foreign language broadcasting, Cohn quoted from the examiner's decision in the recent WHOM case, that "foreign language broadcasting is an important and effective means of promoting mutual understanding among the foreign-born and between them and the more firmly established American groups; thus Americanization of the foreign-born is greatly facilitated through foreign language broadcasting."

In addition, he quoted from several statements by Fly affirming his belief in the importance of foreign language broadcasting as an aid in the Americanization process. From an official statement by Fly in 1941 he quoted the following:

"It seems clear to me that any persons who are bringing pressure on stations to discontinue our foreign language programs are pursuing a short-sighted policy and should not be encouraged."

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 14, 1949—TELEVISION DAILY is fully protected by register and copyright

VIDEO SETUP OF CBC COMPLETED

TELE TOPICS

"SHOPPERS' MATINEE," the much-heralded DuMont web daytimer, is a potpourri of brief, inexpensive programs which remind us of the shows aired by WABD when the station tried all-day programming last year. Shows are set in various departments of a department store and tied together by Minnie Jo Curtis as an elevator operator who takes viewers from one floor to another. This gimmick probably looked swell on paper, but there is just too much of it; after a while those elevator rides seem interminable. During the first 75 minutes of the two-hour stanza, there was only one service seg that offered any information. This was a cooking lesson by Fannie Engel, who is undoubtedly competent, but devoid of personality. Muky's photography portion could be good but yesterday showed only a remarkably dead-panned boy blowing giant spheres with bubble gum. The photog's attire and the talking camera gimmick were just too, too precious. A "Swap Shop" conducted by Don Russell was merely talk.

•

THE REMAINDER of that part of the lineup we had time to see was comprised of musical segs featuring Susan Raye, Cass Franklin, Monica Moore and Gordon Dillworth. Of the four, only Miss Raye projected the necessary warmth. . . . Every so often the program is interrupted by chimes heralding a "store bulletin"—one minute of news fed to the web for airing by those outlets that have not sold the bulletin for a local commercial. (None of the spots we saw on WABD had been sold.) Copy on these spots should be improved to avoid repetition of one that ran something like this: "While Fannie Engel considers recipes for the kitchen, the United Nations continued . . ." Program is supervised by Duncan McDonald, written by Alvin Boretz and directed by Dick Sandwick, Jim Saunders and Pat Fay.

•

CHEVROLET REPORTED dropping "Inside USA" because of the show's heavy budget. . . . NBC building a new half hour show around Henry Morgan for debut around the first of the year. . . . Gainsborough Associates has one of the webs interested in "Maggi Goes To A Party," half hour stanza with Maggi McNellis. Show would originate each week from a party at the homes of various celebs to tie in with Maggi's new party games book. Remote costs said to be about $800. . . . "A Couple Of Joes" returns to ABC Dec. 21, 8-8:30, and will be extended to a full hour soon after, with "Look Photocrime" probably being axed. Wendy Barrie will be moved to Thursday, 9 p.m., to replace the departing Boris Karloff stanza.

Plans Include One All-French Station In Montreal; Test Programs Expected On Air By Next Autumn; Predict Ten-Fold Jump In Receivers In One Year

(Continued from Page 1)

ber, 1951. As soon as the $4,500,000 loan to the CBC passed by the House of Commons for the establishment of stations in Montreal and Toronto has received full approval, an RCA transmitter will be bought for Montreal at a cost of approximately $204,000. A General Electric transmitter will be bought for Toronto at an installed price of $184,000, J. J. McCann, Minister of National Revenues, stated in the House of Commons.

In a long statement on the government's policy, Dr. McCann said that negotiations were now being conducted with the City of Montreal officials for approval of a plan to build a transmitter atop Mount Royal. Final approval, he said, would have to be obtained from Quebec Government.

Plans are under way for the construction of studios on the site of the Radio-Canada Building in Montreal, with an extension on the sixth floor of the building for TV staff and services. Training of personnel and construction would start in the spring. After the transmitters were installed, there would be some test programs on a regular schedule.

The Minister warned that the initial loan of $4,500,000 was only a beginning and that over the years tele was going to cost a lot of money, running as high as $14,000,000.

"We believe that in Canada in the first year there might be 2,250 receiving sets," he said. "In the next year we expect that will go 10 times as high, or 22,000 sets. By 1952-53 it will be probably 56,000 sets, by 1953-54, 111,000 and by 1954-55, 168,000.

"If we count on the revenue from those sources, they should bring in a revenue of $3,600,000 and from commercial operation revenue, $1,817,000. So that the total revenue in that period we estimate would be in the neighborhood of $5,420,000. Our total expenditures would run as high as $14,000,000 over the years . . . leaving a net capital cost in the neighborhood of $10,000,000," Dr. McCann said.

Gains By U. S. Experience

Earlier, the Minister said that by waiting until this time to embark in the field of television, Canada was able to take advantage of the costly experience gained by the United States.

"In view of the high cost of television operations," said the Minister, it is felt that individuals or groups interested in establishing private stations in any city may wish to form an association for the purpose of applying for a license."

In Montreal, Dr. McCann reported, there were five television channels, of which two had been reserved for CBC. In Toronto there were three.

Press-Time Paragraphs

SAG Talks Begin; Will Resume In January

Having for its purpose the improving of working conditions and wages of actors in motion pictures produced for television exhibition, a meeting was held in New York yesterday by a Screen Actors Guild negotiating committee and representatives of the principal film producers in this area. Minimum wages were discussed, also payment for re-use of TV films, after which negotiations were adjourned until after the Christmas holidays.

Premier Foods Buys Olsen Program

Premier Food Products Co., has signed with DuMont for across-the-board sponsorship of "Johnny Olsen's Rumpus Room" over WABD beginning Jan. 2. Audience participation daytimer features Johnny and Penny Olsen. Contract was placed through Peck agency.

ITPA Meet To Discuss Merger With Coast

Membership meeting of Independent Television Producers Association will be held tonight, 8 p.m. at the Hotel Plaza to discuss merger with TPA, of Hollywood, which will be represented by prexy Mal Boyd. Meeting will feature addresses by ITPA president Irvin Paul Sidds and Chris Witting, executive assistant to DuMont web chief Mortimer Loewi. There will also be a legal seminar conducted by James Lawrence Fly and William Durka.

TV's 'Greatest Need' New Bands: Poppele

The industry's "greatest need today is more channels to permit its expansion into a nation-wide competitive service," J. R. Poppele- vice-president of WOR - TV and president of TBA, said yesterday in an address before the New York Chapter of the American Institute of Architects.



POPPELE

The 40 UHF channels proposed by the FCC, Poppele said, "are as yet unexplored from the standpoint of usefulness as a commercial service, and extensive field-testing must be done before we can have the answer to their practicality."

Turning to color, he said that none of the proposed systems can match the high quality of brilliance and clarity of today's monochrome and that it would be probably five years or more before color is introduced commercially.

Poppele urged the architects to plan now for video facilities "for multiple dwellings with the same careful consideration as that given to plumbing, heating, ventilation and other tenant services." These should include conduits for wiring and outlets for plug-in on a master antenna system. He added that the architect should also consider TV from the viewpoint of location in a living room or den.

NBC Covers Plane Crash

NBC reopened its network one hour after regular sign-off Monday night to carry WNBW's (Washington) coverage of the Potomac crash of a commercial DC-3. Web went on the air at 12:30 a.m., EST, with on-the-spot pickup of rescue operations off Bolling Field.

The telecast, under the supervision of WNBW's Charles Colledge, included interviews with members of the Air Rescue Squad stationed at Bolling Field, airline officials and first-hand observers of the crash.

Cleve. Set Sales Record

Cleveland—New monthly sales record — 17,745 receivers — was set here last month, the Bureau of Business Research reported yesterday.

NEW BUSINESS

WMAQ, Chicago: The Shell Oil Co. ordered a 52-week renewal of John Holtman's news show, Mondays through Fridays. J. Walter Thompson Co. is the agency. Turner Bros. Clothing Co., Chicago, (men's retail clothing), renewed "Kup's Column of the Air" for an additional 13 weeks. Also announced was the sale of the five-minute six-a-week Clifton Utley newscast for 52 weeks to the Household Finance Corp., Chicago. Show is broadcast 7:55 a.m. daily except Sunday. LaVally, Inc., Chicago, is the agency, and the renewal by Armour & Co., Chicago, (meat products) of three days weekly of the Town and Farm program broadcast daily except Sunday at 6:15 a.m. Armour will sponsor the show Tuesdays, Thursdays and Saturdays. Foote, Cone and Belding, Chicago, is the agency.

New spot business includes: Procter and Gamble Company (Tide), through Benton & Bowles Inc., N. Y., 52-week renewal of four station breaks weekly; Chrysler Corp. (Dodge Division), through Ruthrauff & Ryan, Inc., four station breaks and five one-minute announcements weekly for eight weeks.

WNBQ, Chicago: The 13-week renewal of the five-a-week Weatherman TV show by the Standard Milling Co. for Ceresota Flour has been announced. The 10-minute program is seen Mondays through Thursdays at 10:00 p.m. and Fridays at 10:35 p.m. John W. Shaw, Advertising, Inc., Chicago, is the ad agency. WNBQ new spot business includes one station break weekly for 52 weeks for Pioneer Scientific Corporation (polaroid TV filters), through Cayton, Inc.; Flex-Let Corp. (watchbands) four station breaks, through Edwin L. Frankenstein; Ford Motor Co., five station breaks weekly for two weeks, through J. Walter Thompson Co., and Roberts, Johnson and Rand, division of International Shoe Co., St. Louis, one station break weekly for 13 weeks.

WBAL, Baltimore: Metropolitan Life Insurance Company, through Young and Rubicam, begins second year of news sponsorship with renewal of contract covering 8:00 to 8:10 a.m., Monday, Wednesday and Friday newscast. New contract runs for another 52 weeks. Consolidated Gas, Electric Light & Power Company, Baltimore, begins second year sponsorship of "Industry Looks at Baltimore Opportunity" Wednesday 7:30 to 7:40 p.m. The company has also renewed contract on "Weather Reports" Monday through Friday 7:05 to 7:10 a.m. Sherwood Brothers, Inc., Baltimore Fuel Oil Distributors, begin second year "On Wings of Song," Wednesdays, 7:45 to 8:00 p.m. Business placed through VanSant, Dugdale & Company, Baltimore. Hudson Motors, through Brooke, Smith, French & Dorrance, Inc., using spot campaign.

COAST-TO-COAST

"Know Your Schools"

Worcester, Mass.—Station WTAG, in cooperation with the State Employment Service, is presenting a program titled "Know Your Schools" to assist graduates entering the labor market in finding jobs for which they are best qualified. "Know Your Schools" explains steps taken to aid employers in hiring young men and women who have benefited by their school guidance and employment counciling programs.

Promotion Campaign

Trenton, N. J.—WTTM-NBC has begun a series of promotional "courtesy" announcements in rhyme, with an eye to catching stronger listener-impressions of upcoming national and local shows. Averaging from four to eight lines in poem and jingle form, the rhymes are tagged with time and date of program being featured.

Taking New Post

Seattle, Wash.—Bob Rutter, account executive at station KJR, has left the station to take over the management of the Northwest Chemical Co., located in Yakima, Washington.

WLLH Broadcasting From Fla.

Lowell, Mass. — For the second consecutive year, the Lowell High School Football Team (state champions) has been invited to play down south at the "Gator" Bowl. Also for the second year, WLLH, Lowell and Lawrence, and WLLH-FM will broadcast the game with lines directly from Jacksonville, Fla.

Child Problem Series

Des Moines, Ia.—KRNT has inaugurated an effective series of child guidance broadcasts, "Greater Horizons," airing every Monday night for 13 weeks. First quarter-hour is devoted to dramatizing an actual juvenile case taken from the files of the Child Guidance Department. The last half of the program is a discussion period, featuring college and university guidance experts and state authorities. Moderator is a well-known school official, and the program is directed and produced by Charles Miller.

Joins WSTV

Steubenville, O. — John Warren Hallam, a graduate of Capitol Radio Engineering Institue of Washington, D. C., has joined the engineering staff of WSTV. Warren is a native of McDonald, Pa.

"Needle Club" Sister

Hartford, Conn.—A group of women are organizing a club to be known as the "Hypo Club," which would be the femine counterpart of the "Needle Club" heard over WDRC. The "Needle Club" is limited to male members of leading state and city public and political organizations. The organizers of the "Hypo Club" are now interviewing possible members to challenge the "Needle Club" in a radio debate.

Nussbaum On WIRE

Indianapolis, Ind.—WIRE is airing a new five-minute program, Monday through Friday at 6:30 to 6:35 p.m., titled "The Things I Hear" with Lowell Nussbaum. Nussbaum is a Star columnist who writes about people, places and events in and around the Hoosier capital. He will use the same intimate style on the air that has made him a popular columnist here.

P. & G. To Sponsor Lorenzo Jones Program

Procter and Gamble will sponsor the Lorenzo Jones program over NBC beginning today. The daytime serial which is heard at 4:30 p.m. Monday-through-Friday, has been on the air for almost 13 years. It is produced by Frank and Anne Hummert and is administered by Air Features, Inc. Dancer-Fitzgerald-Sample, Inc., is the agency.

PROMOTION

Will Entertain Vets

Walter Kiernan, WJZ early morning and noontime gabber and newsman, dons a Santa Claus suit Dec. 20 when he, leading an array of WJZ talent, plays host to a group of between 250 and 300 disabled veterans at a pre-Christmas Dinner at the Tavern On The Green. A half-hour portion of the proceedings will be broadcast, emceed by Herb Sheldon. Kiernan will distribute gifts among the ex-servicemen who will be brought to the party by the Fifty-Two Club, an organization of prominent businessmen who administer a special fund they have saved up for the ex-GIs. Additional feature of the party will be a floor show with music and group singing being led by Johnny Thompson.

Spots On Cook Book

Spot announcements by movie stars are being offered to stations by the Disabled American Veterans Service Foundation to push the sale of the cook book, What Cooks in Hollywood. All profits from the sale of the book will go to the veterans organization and stations are being asked for their help. The book contains the favorite recipes of 106 stars. Jack Egan of New York is handling the promo.

Solid!

It's a brand-new program.. but audience reservations are booked *solid* for the next six weeks ! That's the story of "Cinderella Weekend," KDKA's immensely popular participation program at 9:00 each morning. To reach home-makers in the big, rich Pittsburgh market-area (117 BMB daytime counties), use this new and amazingly successful vehicle ! For details, check KDKA or Free & Peters.

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RADIO DAILY

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The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 50 NEW YORK, THURSDAY, DECEMBER 15, 1949 TEN CENTS

BASEBALL BROADCASTING HELD SECURE

WWDC In Washington Sold To WOL Owners

Washington Bureau of RADIO DAILY

Washington—Sale of the facilities of WWDC and WWDC-FM for $125,000 by the Capital Broadcasting Company to the Peoples Broadcasting Corporation of Columbus, Ohio, has just been announced. Head of the latter company is Murray D. Lincoln, Ohio Farm Bureau head and possible Democratic opponent of Ohio's Senator Robert Taft next year.

Capital Broadcasting Co. recently purchased stations WOL and WOL-FM from the Cowles Broadcasting Co. This transaction has already received FCC approval.

If FCC approval is obtained for

(Continued on Page 3)

Two Football Classics Signed By Gillette On MBS

Gillette has been signed by Mutual to sponsor the annual East-West gridiron clash Dec. 31 over the full web facilities. East-West sponsorship by Gillette gives the razor company the full afternoon's programming starting at 2:30 p.m., EST, with back-to-back presentation of the Blue-Grey football game to be immediately followed by the East-West airing.

Spot Campaign Planned For Eagle-Lion Movie

Spot campaigns in key center cities are planned by Eagle-Lion Pictures for their new production, "Guilty of Treason," produced by Edward Golden. First campaign will be on the Yankee Network in the Boston area beginning February 18th. Another is scheduled for Feb. 15 over WLW in the Cincinnati area.

Water Is Topical

ABC affiliate WMPS, Memphis, called on many times to report local news over ABC's web-wide "Headline Edition," last Tuesday turned the tables when WMPS newscaster Larry Trexler interviewed, by beep-telephone, ABC newsmen Taylor Grant, John Dunn, Gordon Fraser and Jean Mason on how New Yorkers react to the current shortage.

WNEW Gets OK For 50,000 Watts

Washington—The FCC yesterday okayed a boost to 50 kilowatts power for WNEW, New York, thereby giving New York City seven top-powered stations. The application has been pending for more than three years.

Sale of WNEW by the greater New York Broadcasting Corp. to a combination including the Providence, R. I., businessman, Ralph Cherry, is currently before the FCC for approval.

Several engineering conditions were attached to the grant.

Mutual Web Board Meeting In Chicago

Formation of a Mutual TV network will be among the topics to be discussed at the MBS board of directors meeting which will be held today and tomorrow at the Ambassador Hotel in Chicago.

Highlighting the meeting will be President Frank White's report on the reorganization of the web's operations, new programming plans

(Continued on Page 2)

FCC Denies WJZ Request To Take KOB Off 770 Kc.

Washington Bureau of RADIO DAILY

Washington—Because the status of KOB, Albuquergue, cannot be determined until the final disposition of the 770 and 1030 channels is worked out, the FCC yesterday denied the petition by WJZ, New

(Continued on Page 2)

Maj. League Leaders Express Opinions On Broadcasting At Conference Held In New York

Major league baseball's realignment of its radio-broadcast policy is not expected to effect the number of programming hours devoted to play-by-play game description over the airwaves, it was revealed yesterday at the major league's winter meeting now in progress at New York's

(Continued on Page 3)

Public Hearing Set On Wired Radio Issue

The New York State Public Service Commission yesterday ordered hearings on complaints received about the daily broadcasts of advertising, news and music over the loudspeaker system in Grand Central Terminal. The Commission in a closed session said the first hearing will be held on Wednesday, December 21 at 10:30 a.m. at the New York offices located in the Woolworth Building.

The chairman of the Commission,

(Continued on Page 3)

Seeking Historical Data For Radio Pioneers Club

Following a meeting yesterday of the executive committee of the Radio Pioneers, president William S. Hedges announced that questionnaires would be put in the mail this week for the purpose of gathering

(Continued on Page 3)

Sales Factors Emphasized By RCA Victor Speaker

Buffalo—Four factors which may prove decisive in the business re-evaluations of 1950 were cited yesterday by Carl V. Haecker, mer-

(Continued on Page 2)

Avery Named Prexy Of Radio Reps Group

Lewis H. Avery of Avery-Knodel, Inc. yesterday was elected president of the National Association of Radio Station Representatives at the organizations annual meeting in New York, according to T. F. Flannigan, managing director who was elected to succeed himself in that position. Avery had been treasurer for the past year.

Other officers elected include:

(Continued on Page 2)

Church-Station Operation May Get FCC Scrutiny

Washington Bureau of RADIO DAILY

Washington—Raising a question as to the continued licensing of such stations as WWL, New Orleans, FCC hearing examiner J. D. Bond has proposed to deny the application of fundamentalist preacher.

(Continued on Page 2)

TV Manufacturers Meet To Plan Service Schools

Chicago — Seventeen manufacturers of television sets, including both members of the Radio Manufacturers Association and non-members, met at the Palmer House here Tuesday to outline a series of meetings which the manufacturers would sponsor in TV cities throughout the country for stimulation of TV dealers so that they could do a more effective selling job and increase TV set sales. Twenty-one persons attended the meeting which was presided over by George Gardner of Wells-Gardner & Company, Chicago set manufacturers. Gardner presided in absence of R. C. Sprague of Sprague Electric Company, North Adams, Mass., who was unable to attend due to death of his father-in-law. A committee was appointed to study the proposed meetings for TV set dealers which will be patterned after the successful

(Continued on Page 7)

Demonstration

TV's power of demonstration, often pointed out as a boon to advertisers, was put to work for the Red Cross yesterday by George F. Putnam on his "Headline Clues" show over Du Mont. Putnam, while on the air, donated a pint of blood to the Red Cross Christmas Gift Of Life Campaign to demonstrate ease and painlessness of procedure.

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(*December* 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 3/8	8 3/4	+ 1/2
Admiral Corp.	18 3/4	18 1/4	18 1/4	— 1/4
Am. Tel. & Tel.	146 3/4	146 5/8	146 3/4	+ 1/4
CBS A	28 1/8	27 3/4	27 3/4	— 1/4
CBS B	28	28	28	.....
Philco	33 3/8	33	33	.....
Philco pfd.	82	82	82	— 1 1/2
RCA Common	13	12 3/4	12 7/8	+ 1/8
RCA 1st pfd.	73 3/8	73 3/8	73 3/8	— 1/4
Stewart-Warner	12 3/8	12 1/8	12 3/8	+ 1/4
Westinghouse	32	31 5/8	32	+ 1/8
Westinghouse pfd.	102	102	102	.....
Zenith Radio	32 3/4	32 1/4	32 1/4	— 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 5/8	15 5/8
Stromberg-Carlson	10 3/4	12
WCAO (Baltimore)	17	20
WJR (Detroit)	7 3/4	8

Wedding Bells

Ann Cornish, director of recorded music for WQXR, was married on December 10 to Richard Weingart, chairman of the board of the General Register Corp. The couple will spend two months in London, Paris, Rome and Sicily. Mrs. Weingart is on a leave of absence from the station.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Our graduates have 1st Class Telephone License.
Address inquiries to
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Church-Station Operation May Get FCC Scrutiny

(Continued from Page 1)

Wendell Zimmerman, for a new station in Kansas City, Mo., but deferred approval of the competing application of the reorganized Church of Jesus Christ of Latter Day Saints. He explained that the operation of a broadcast station by a church is a matter the Commission will explore early next year in connection with Baptist church efforts to win authorization for a network of low-powered FM stations in the 88-92 m.c. Band.

WWL is licensed to Loyola University, a Catholic institution. Bond said the Constitutional question involved in such grants will be explored by the Commission, with the import of the eventual decision to extend beyond the mere question of grants of FM stations to the Baptist applicants.

The facilities sought are the 1380 band, with five kilowatts. The reorganized church would operate in Independence, Mo.

In the case of Zimmerman, a former associate of the hate-preacher, Gerald L. K. Smith, Bond found the applicant of dubious financial stability.

The application was the subject of bitter controversy in the Kansas City area, with representatives of responsible Negro and Jewish groups and other Protestant churchmen opposed to a grant to Zimmerman. There was considerable support for Zimmerman also, with the Commission assured that Zimmerman has recanted and should not be considered to share the racial and religious views of Smith.

Bond appeared to accept the recantation, and found that Zimmerman should not be disqualified on the ground of his racial or religious views, relying largely upon the fact that many of his accusers have not personally heard him voice such views and were not willing to hear him now or read from his writings.

Mutual Web Board Meeting In Chicago

(Continued from Page 1)

and new billings in prospect for the web for next year. The board will also discuss TV matters particularly the advisability of forming a Mutual web at this time.

In Chicago to attend the meeting are: President White, Theodore Streibert and Jack Poppele from New York; E. K. Antrim and Frank Schreiber from WGN, Chicago; Lewis Allen Weiss and Willett Brown from Don Lee, Los Angeles; Linus Travers and Tom O'Neill from Yankee Network, Boston; H. K. Carpenter, WHK, Cleveland and Ted Campeau, CKLW, Detroit.

Williams Joins WVNJ

Newark—Bill Williams, formerly a WOV and WNEW disc jockey, has been signed by WVNJ in Newark to conduct a daily three-hour record program.

FCC Denies WJZ Request To Take KOB Off 770 Kc.

(Continued from Page 1)

York, that the New Mexico station be removed from the 770 band. The question of a channel for KOB has been the subject of continued difficulty for a decade, but as the FCC pointed out yesterday, WJZ has itself recognized the impossibility of settling it satisfactorily without regard to the overall clear channel problem.

The Commission observed that under its rules the KOB special service authorization cannot be extended beyond March 1 of next year, so that the only matter decided yesterday was how KOB should operate until then.

No compelling reason was found for a temporary shift in the KOB channel.

Sales Factors Emphasized By RCA Victor Speaker

(Continued from Page 1)

chandise display manager of RCA Victor, before the Adcraft Forum of the Greater Buffalo Advertising Clubs.

Aggressive sales planning, aggressive advertising, aggressive window displays, and aggressive point-of-sale display were given as the ingredients for success by Haecker. Retailers who have adopted these practices "will almost invariably emerge ahead of those who do not," he said.

Haecker presented each member of the audience with a capsule containing a summary of his talk to dramatize the four factors.

Avery Named Prexy Of Radio Reps Group

(Continued from Page 1)

vice-president, Richard Buckley of John Blair Co.; secretary, James Le Baron of Ra-Tel Representatives Inc.; and treasurer, Joseph Timlin of the Branham Co.

Frank Headley of Headley-Reed, last year's president was automatically elevated to the Board of Directors, and Joseph Weed of Weed Co. was newly elected to the board. Joseph Katz of Katz Agency, is serving third term as director.

Flannigan said that the group unanimously accepted the former treasurer's projected budget for 1950 and pointed out that this budget called for increased expenditures in promoting radio spot sales.

To Continue Adaptations

Hallmark Players will continue to use adaptations in addition to original scripts by well known writers. The use of the original scripts does not alter programming policy.

New Gnu



Mother Gnu poses for her first picture with her brand new baby girl. It was a big event in the Washington Zoo.

There's something new in the Baltimore radio market, too. It's about the big *plus* audience that W-I-T-H delivers.

You probably know that W-I-T-H produces more regular *home* listeners-per-dollar than any other station in town. Now a recent survey made under the supervision of the Johns Hopkins University shows that, in addition, 34.6% of all the radios playing in *drug stores* were tuned to W-I-T-H!

This means that a *little* money *goes* a long way on W-I-T-H. It means that from W-I-T-H you get real low-cost results. So call in your Headley-Reed man and get the whole story today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

Public Hearing Set On Wired Radio Issue

(Continued from Page 1)

Benjamin Feinberg, said "The Commission has received many complaints that the New York Central Railroad is compelling passengers waiting in its station to listen to certain commercial and other broadcasts. Passengers of course, have no choice in the use of a railroad terminal. They are forced to use it in order to get to their destination. They pay for the right to use the terminal. They are not there at the sufferance of the railroad."

"Full Consideration" To Be Given

Feinberg continued "The suggestion that the railroad can take advantage of the enforced presence of its passengers to compel them against their will to listen to points of view which its management or lessee selects, whether regarding commercial products, political matters or current events, is one which the Commission feels should be most carefully studied and explored."

He added that "full consideration will be given to these questions and any others which relate to this practice."

The broadcasts which emanate from the north balcony of the terminal were begun on October 1. They are heard 17 hours a day from 7 a.m. to midnight.

The railroad has said that the money received through the broadcasts is helpful in carrying on station services. An estimated $1,800 weekly is received from the lessee of the public address system, The Terminal Broadcasting Company. The company says organ selections and classical music occupy about 80 per cent of the broadcast time.

Covers Hotel Opening

Miami—Scott Bishop, WIOD program director, was in Captain Eddie Rickenbacker's party which flew to San Juan, Puerto Rico December 9 for the opening of the new Caribe-Hilton Hotel. Bishop had tape recorder aboard the Eastern Air Lines Constellation which carried such notables as hotel owner Conrad Hilton, Gloria Swanson and her daughter Michelle Farmer, Alexis Smith, Craig Stevens, Robert Preston, Janis Carter, Leo Carrillo, Jon Hall and others. Bishop rounded out a half-hour of interviews and description of the three-day trip for play-back on his station Monday, December 12.

Magnavox Sales Up

Fort Wayne, Ind. — Magnavox Company sales topped $3 million during November, Richard A. O'Connor, president, told stockholders at a meeting on Tuesday. Sales in October were $2.7 million and $3,150,000 in November, he reported.

O'Connor said sales in the quarter ending on September 30 were $4.3 million and he indicated that December sales would equal those in November.

Baseball Broadcasting Skeds Discussed At N. Y. Meeting

(Continued from Page 1)

Commodore Hotel. Ford Frick, president of the National League says that he understands the thinking of National League clubs on the policy realignment but does not expect to make an announcement regarding radio until later today or, possibly, tomorrow.

The American League's radio director, Al C. McEvoy, said yesterday that no announcements affecting his league would be made until after the first of the year since whatever is decided at the meeting must first be ratified by the league's eight clubs.

Several Proposals Made

Discussing Tuesday's premature leak of Mutual's proposal to broadcast the "game of the day" to web affiliates in non baseball cities, league and club officials said that several such proposals had been advanced by networks but that no decision could be made without full agreement from all 16 clubs concerned and pointed out that "it will take some time to reach an agreement acceptable to all clubs." This opinion was concurred in by Abe Schechter, Mutual vee-pee in charge of news and special events. He said that the proposal was an involved one and that he regretted the premature disclosure of negotiations.

Attendance Decline Explained

Questioned by Radio Daily, club owners and officials were unanimous in attributing the fall in last year's attendance to "normal business trends," and none would say that radio and TV baseball coverage had adversely affected baseball's box offices.

Most were emphatic in expressing the belief that radio had "played a considerable part" in building game attendance over recent years and said that television coverage "should further stimulate box office action." A few officials stated that it was really too soon to tell what effect video would have on the box offices.

Frick Expresses Opinion

Ford Frick, expressing a "personal opinion," said that radio has, and TV should, stimulate interest in the game. Branch Rickey, Brooklyn Dodgers chief, said he believed that "TV can't hurt us and most probably will help us." Brooklyn was one of the few clubs which showed an increase in attendance last year.

The realignment of broadcast policy was brought on by a Justice Department ruling that no major league broadcast may be carried in a minor league town where a ball game actually is in progress. Other than this stipulation, the effect of the government agency ruling should be to lift all other bars on radio broadcasting of ball games.

In the past, no major league game could be aired in a minor league town without consent of the major and minor league clubs concerned. This was done to prevent broadcasts from hurting minor league game attendance, but has been changed to prevent, through technicalities, charges that radio made the national game subject to anti-trust laws.

The reason for delay in announcing the new broadcast alignment is, by admission of both leagues, the fact that the subject is so involved that to date no one has known exactly how to solve the problem. The major leagues, of course, are anxious to protect the interests of their minor league properties.

Simply stated, the Justice Department ruling provides that a broadcast may be made from any ball game to any city in the nation, provided there is not a professional ball game in progress in that city at the time of the broadcast. A three and one half hour prohibited broadcast period was set in the case of single games and a five and one half hour period for double headers.

In other words, according to Frick, there is nothing to prevent the broadcast of a major league afternoon game if the local club is playing that night.

To further complicate matters for the leagues, the Washington ruling applies only to AM and FM transmission and not to video.

Robinson Gets Award

Jackie Robinson, the Brooklyn second baseman who was recently signed by ABC for a sports program, yesterday received the George Washington Carver Memorial Award from Frank Gannett of the Gannett Newspapers and baseball Commissioner Happy Chandler. Following the ceremonies, which were televised last night on NBC's "Camel News Caravan," Robinson told Radio Daily that he "would like very much to make a permanent career of broadcasting provided I could tie it in with my boy's clubs activities." He pointed out that his years as a player were limited, and, seconded by Mrs. Robinson, said that he was "thrilled" with the ABC program which starts Jan. 22, 1950.

Watch Company Buys NBC 'Detective' Series

"Richard Diamond, Private Detective," the sixth NBC-built program to be sold in recent months, has been purchased by the Helbros Watch Company for sponsorship in early March, 1950, it was revealed yesterday. Dick Powell is starred and, according to an NBC spokesman, will participate in one commercial each week.

Other NBC packages which have found sponsors recently include: "Dragnet" (Liggett & Meyers for Fatima), "Baby Snooks" (for Tums by Lewis-Howe Co.), "The Halls of Ivy" (Schlitz Brewing Co.), "Screen Directors Playhouse" (RCA-Victor), and "One Man's Family" (Miles Laboratories). Dorland Co. is the agency for Helbros.

WWDC In Washington Sold To WOL Owners

(Continued from Page 1)

today's sale, the Peoples Broadcasting Corp., will operate on 1450 kilocycles using the call letters WOL with the total power of 250 watts and a 250 watt booster. Capital Broadcasting will retain its WWDC call letters and operate on 1260 kilocycles with 5,000 watts of power. Both FM stations will remain at their present dial positions.

Also Owns WRFD

The Peoples Broadcasting Corp. also owns station WRFD in Worthington, Ohio, a suburb of Columbus.

Negotiations were conducted on behalf of the Peoples Broadcasting Corp. by James R. Moore, general manager.

Capital was represented by Ben Strouse, vice-president and general manager, and Thomas N. Dowd of the law firm of Pierson and Ball, Washington. Howard Stark, New York, was the broker.

The sale raises a question about the future of WCFM, local cooperatively-owned FM station. WCFM is heavily in debt to the Ohio group, and it is not unlikely that with the shift of support to the newly-purchased outlet WCFM may turn in its license.

Seeking Historical Data For Radio Pioneers Club

(Continued from Page 1)

authentic data on the early days of broadcasting. Questionnaires will go to some 400 members including 110 new members who have joined the past month, and they will be asked to set down "firsts" with which they were actually connected, also additional interesting and exact experiences during their pioneer radio days. Work will be headed by Charles Hodges, chairman of the Historical Recording Committee. Historical data will be printed in the membership roster book.

Woods, Kaltenborn, Kobak Named

Hedges also announced that he had appointed H. V. Kaltenborn, Mark Woods and Edgar Kobak as nominating committee for the election of officers to be held in the spring at the annual banquet. Joseph Barnett was appointed chairman of the banquet committee.

Those present at the executive committee meeting were: Mr. Hedges, H. V. Kaltenborn, O. B. Hanson, Charles Hodges, Jos. Barnett, Charles Keller, A. L. Alexander, Dorothy Gordon and M. H. Shapiro (for Carl Haverlin).

Will Cover Testimonial Dinner

WMGM will broadcast a part of a testimonial dinner in honor of Walter P. Reuther, president of the UAW and v-p of the CIO, on Friday, December 16 from 10 to 11 p.m. The chairman of the affair being held in the Grand Ballroom of the Hotel Astor will be Gov. Chester Bowles of Connecticut.



JUNE CHRISTY

. . . joins the Thesaurus family!
Featured with the Johnny Guarnieri Quintet,
a new idea in sophisticated rhythm.

SAMMY KAYE

Showmanship and styling in the
famed "Swing and Sway" manner
With The Kaydets, the Kaye Glee
Club, and other top vocalists



TEX BENEKE

The Tex Beneke Show presents all the
Glenn Miller favorites plus all the top tunes . . .
is not available through any other source.





EARL WILD

. . . featured soloist with the
Salon Concert Players. Rich
interpretations of popular classics
and standard favorites . . . a
perfect prestige show!



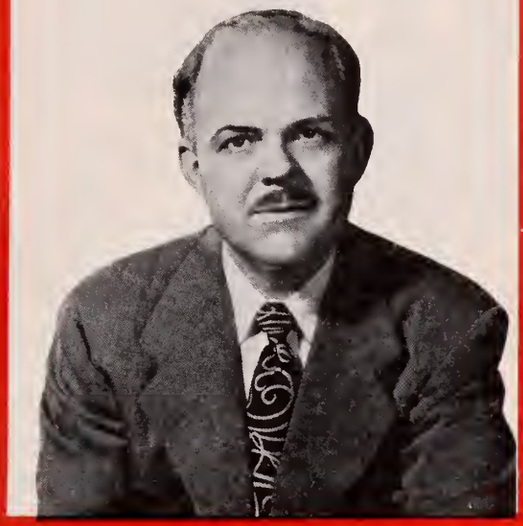


FRAN WARREN

"FRAN WARREN SINGS". . . . dramatic
voice and warm, intimate vocal style
with matchless orchestral accompaniment.

ALLEN ROTH

and his Symphony of Melody
. . . with new 16-voice chorus!
Everything from boogie to
opera. Thrilling, dynamic
arrangements!



These stars and shows too!

- The Music of Manhattan
- Norman Cloutier and his Memorable Music
- Slim Bryant and his Wildcats
- Listen To Leibert
- The Church in the Wildwood
- Festival of Waltzes
- Edwin Franko Goldman Band
- Golden Gate Quartet
- Jimmie Wakely: Ridin' the Range

. . . and many, many others!

A Christmas visit with

TED MALONE

An inspiring special new production with orchestra and choir.

"CLAUDE THORNHILL

PRESENTS WIN A HOLIDAY" . . .
Claude's great music plus a new local-national contest idea! Your listeners name untitled melodies, win weekend in New York!



YOURS for easier, more saleable programming . . .

a new era in *Thesaurus*

IT'S BIG NEWS for every local broadcaster! *More* big names, *more* big shows than ever before are coming your way in the *new* Thesaurus. We're drawing upon the whole glittering array of RCA Victor recording talent . . . plus other big name stars . . . building commercial radio programs, *designed to sell!* More economically, more effectively, more profitably!

Look at the advantages that *only* the new Thesaurus brings you:

1. **Comprehensive programming . . . broader variety of artists and groups with continuing flow of fresh selections—all the top tunes!**
2. **Greater number of broadcast hours . . . features to fill your needs for every time segment, with sure sales appeal for local sponsors.**
3. **Steady supply of weekly continuity, special holiday and seasonal shows. Your scripting problems are taken over by our network-experienced writers.**
4. **Promotion that ensures commercial sales . . . sponsor-selling brochures and audience-building promotion kits with locally slanted advertising and publicity material.**

If you want easier programming, more sponsors, bigger profits—RCA's *new era* in Thesaurus has what it takes! Inquire now!

RCA recorded program services

Radio Corporation of America · RCA Victor Division
120 E. 23rd St., New York 10, N. Y. · Chicago · Hollywood

AGENCIES

THE ADVERTISING COUNCIL has issued 1950 campaign guide for advertisers and media in advance of next year's Stop Accidents Campaign. The booklet contains examples of how radio and television stations and others can help to reduce accidents. Young & Rubicam's Chicago office prepared the guide for the council.

TOM MALONEY, partner of Newell-Emmett Company, will become an executive officer of Cecil & Presbrey, Inc., on January 3. Newell-Emmett is dissolving its partnership on December 31, and a new corporation, Cunningham & Walsh, Inc., will take over. Some of Maloney's associates at Newell-Emmett will join him in his new post.

JOHN de BEVEO has been named media director fo the Ward Wheelock Company. He was formerly with BBD&O.

QUENTIN I. SMITH has been elected a v-p of Albert Frank-Guenther Law, Inc.

G. HAROLD JOHANSON has been appointed assistant production manager of Lynn Baker. He was formerly with Young & Rubicam.

GREENMAN-SHERRILL FURNITURE CORPORATION has appointed Victor A. Bennett Company.

WADSWORTH H. MULLEN, director of the Magazine Advertising Bureau, will speak before the Advertising and Selling Course conducted by the Advertising Club of New York, December 15. He will speak on the place of magazines in advertising.

GEORGE AKINS, president of Walsh Advertising Company, Limited, Montreal, announces a program of expansion in the agency's Toronto radio department, including plans for provision of complete television services immediately upon the advent of visual broadcasting in Canada. J. Everett Palmer has been appointed radio director for the Toronto office, bringing to the agency a 10-year background to the agency radio experience, principally in the Maritime Provinces. He will also serve as co-director of the television department, in association with Charles D. Truman, who joined Walsh earlier this year, after more than 20 years' experience in agency, newspaper and show business, in Canada and the United States.

WANTED

Active Investor with $20,000.00 for half interest in Plastic Lipstick Stamp with Lipstick. Details for Business and immediate Sales plans completed. Tremendous potential. Principals only. Box 292, RADIO DAILY, 1501 Broadway, N. Y. C.



Man About Manhattan. . . !

● ● ● **THE MORNING MAIL: Alan Courtney, WGBS' (Miami) alert disc jock, takes his pen in hand today to applaud our recent stand on all this television hysteria and the foolishness of selling radio short. Alan, who's celebrating his 21st year in radio and who has introduced more ideas and innovations to the industry than you can shake a microphone at, delivers himself of this tirade: "Let me tell you something, kiddo. Radio hasn't even scratched the surface of its tremendous potential—especially in the vast numberless towns and cities of this country. Even New York can stand many 'hypos' in radio but the 'status quo' of frightened and showmanless 'showmen' dominate the scene. If radio dies, it won't be a 'natural' death. As Jack Gould so aptly put it in the Sunday Times, it'll be a spectacular case of committing hari kiri. Now's the time for all good radio men to get together and promote radio on an adult scale. Otherwise radio may have the unique distinction in history of having 'died of old age' before reaching maturity. Brother, what I wouldn't give to prove my beliefs with some progressive station. Who knows, maybe 1950 will find me running my own station."**

☆ ☆ ☆ ☆

● ● ● Joe Franklin's WJZ 11:30 Sat ayem stanza, "Joe Franklin's Record Shop," is being expanded to five nights a week from 11:35 to midnight starting Dec. 19th. And as a prelude to a pretty ambitious vaudeville show that he's planning to run as a two-a-day attraction in a legit house during 1950, Joe is readying his annual New Year's Eve Comedy Frolics skedded for Carnegie Hall. He's already lined up such attractions as Morey Amsterdam, Jack Carter, Myron Cohen, Diosa Costello, etc., for the holiday bill.

☆ ☆ ☆ ☆

● ● ● **AROUND TOWN: Wayne Coy, Chairman of the FCC, is slated to make an important pronouncement on TV at the annual Television Institute which will be held at the New Yorker Hotel Feb. 6-8. He'll speak on "Is the FCC Delaying Television Progress?". . . . An ambitious press agent tried to plant a story that electronic waves were the cause of the water shortage in N'Yawk. He recommended that radio and TV suspend for two weeks in order to increase the rainfall. . . . New Yorker mag credited with stirring up the resentment of New York Central commuters regarding the commercial sound systems in Grand Central station. . . . In case you're wondering why Arturo Godfrey sometimes kiddingly refers to the Mariners Quartet as 3 Pops and a Poop—it's because while all four lads are married, Big Jim Lewis is the only one without child.**

☆ ☆ ☆ ☆

● ● ● Aside to Allen Funt: While we love Henny Youngman dearly, we'd like your show even more if you didn't go in for guestars but stuck to your original format of pouncing on the unwary. In our book, your show is not only one of the most original ideas on the nets—it's also one of the best. If your agency or sponsors insist upon using guestars—why it's simple. Just go out and get yourself a new bankroller, thass all.

☆ ☆ ☆ ☆

● ● ● **"Judging from reports reaching us here in the Midwest," wires WJW's Walter Kay, "you folks in New York must be spending water like it was money!". . . . Walter Kiernan, one of our favorite guys in the wit dep't, sez that a N. J. saloon keeper has a sign in his window advertising water as $3.75 a fifth. "Prob'ly bottled in pond," observes Mr. K. . . . And Cyril Armbrister (producer of 'Chandu the Magician') sez that New Yorkes who used to go to Niagara Falls for their honeymoon will now be going there for their water.**

NEW BUSINESS

WNBC, New York: The Loft Candy Corporation has signed a 52-week renewal for participations in the Mary Margaret McBride program on a Monday thru Friday basis. The order was placed through the Lawrence C. Gumbinner Advertising Agency, Inc. A 52-week contract for announcements in the Norman Brokenshire afternoon program has been signed by Standard Brands, Inc. The order, calling for announcements on Tuesdays, Wednesdays and Fridays, was placed through Compton Advertising, Inc. Colgate Palmolive Peet Company have signed for one-minute announcements on Norman Brokenshire's morning program to advertise Fab. The 52-week contract, calling for sponsorship on Mondays, Wednesdays and Fridays, was placed through William Esty Company. Procter & Gamble Co. has signed a 52-week contract renewing their sponsorship of a six-days-a-week station break schedule on WNBC. Benton & Bowles, Inc. is the agency. Arnold Bakers, Inc. has renewed sponsorship of the 5.00 p.m. station break on Mondays, Wednesdays and Fridays. The 13-week contract was placed through Benton & Bowles, Inc.

WBAL-TV, Baltimore: Consolidated Gas, Electric Light & Power Company, Baltimore, begins second year sponsorship of "Industry Looks at Baltimore Opportunity" Wednesday 7:00 to 7:10 p.m. SOS, through McCann-Erickson, has renewed 13-week, twice weekly spots, using "In the Kitchen With Mary Landis" as sales medium. Schindler Peanut Products, through Courtland D. Ferguson, Inc., Washington, buys Monday, Tuesday, Thursday, Friday spot campaign. Contract runs through June 2nd, 1950. General Automatic oil burners signed for an extensive spot campaign.



TELEVISION DAILY

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N. Y. BASEBALL TEAMS SET FOR TV

TELE TOPICS

HANK LADD didn't have very much to do Tuesday nite when he subbed for the vacationing Milton Berle on the Texaco show, but most of what he did offer was done well. Ladd's dead-panned resemblance to Gov. Dewey was a striking contrast to Berle's frantic antics and he was backed by a solid entertainment lineup that made the stanza top vaudeo. . . . Highlight of the show was a skit starring Bert Lahr as a mustached, bespectacled Viennese doctor. It was burlesque at its hilarious best and by far one of the funniest bits TV has shown. Opening spot was filled by the sensational Acromaniacs, one of the best acrobatic acts around. The charming Mary Hatcher, of "Texas, L'il Darlin'" sang a number from the show, closing with a brief duet with Ladd. The Ink Spots, Gil Maison's amusing animal act and juggler Stan Cavanaugh were all good. Only real letdown in the show was the closing skit with Connie Sawyer and Ladd, which was weak script-wise. Entire production, however, was most pleasant and producer Ed Cashman rates a bow for this one.

•

WE'VE RAVED before about "Actors Studio," and now we'd like to register a wholehearted rave for Ann Shepherd, who starred in "The Midway" on the CBS stanza Tuesday nite. Her performance was wonderfully exciting and completely credible all the way through. . . . Alvin Boretz, listed here yesterday as scripter of DuMont's "Shoppers Matinee," actually writes only the dramatic portion of the show. . . . Alan Handley, NBC producer, is trying to find a way to get a pygmy elephant to climb three flights of stairs. Handley is doing the A&S Christmas shindig on WNBT from St. Nicholas arena and the beast will be one of the acts. . . . Weekly 20-minute participating disc jockey show bows on WGN-TV, Chicago, Friday, featuring Rey Blanco and Ruthie Brand. Two bankrollers have already signed for time. . . . Tom Harmon will call the plays on KTTV's coverage of the UCLA home basketball schedule.

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DICK KROLIK, publicist for Schwerin Research Corp., has been named TV service exec. for the firm and Bill Snyder has been named to a similar post for AM. They'll work to improve liaison and coordination between research, programming and sales. . . . Kingman T. Moore, NBC director, lectures at Town Hall today. His topic: "The Director Is An Artist." . . . New York's water shortage will be the theme of "Hands of Murder" on DuMont tomorrow nite. Set in the year 1952, play will involve black marketeers and bootleggers in H_2O.

Tele Mfrs. Planning To Hypo TV Dealers

(Continued from Page 1)

town meetings of radio technicians which were held under the auspices of the RMA in New York, Philadelphia, Chicago, Boston, Atlanta, Los Angeles and Washington. Meetings would be held where stations are now or where planned.

Sprague, who has served as chairman of the town meetings committee for the RMA, while absent at yesterday's meeting will probably be one of the key men in the committee set up comprising some fifteen set manufacturers who are both RMA members and non-members.

While this is not strictly an RMA group it is expected that Bond Geddes, executive vice-president of RMA, who was here for the Palmer House session, will have an active voice in the pattern for the proposed TV dealer confabs. R. C. Cosgrove, RMA president, was not here for the session, Browning Howard, head of the Philadelphia public relations firms bearing his name, was here as professional consultant to the group and will undoubtedly be active in the organizing of the dealer meetings. Included among the firms who were represented here at the meeting were: DuMont, RCA - Victor, Motorola, Stromberg-Carlson, Capehart, Zenith, Westinghouse, Philco, Admiral, Hallicrafters, Crosley and Wells-Gardner.

Grave Problem

George Lefferts, director of NBC's "Kraft Television Theater," recently encountered a unique casting problem when five character actors refused to play the lead in the show's "Nantucket Legend" aired last night. Role called for lead to deliver greater portion of his lines while standing in a grave he had dug for himself.

WENR-TV Skeds Ad Men's Kids Party

Chicago — Second annual Christmas Party for The Off-The-Street Club, an organization for underprivileged youngsters subsidized by the American Federation of Advertising Men, will be aired by WENR-TV Dec. 24, 4:30 p.m., CST.

Show Toppers To Participate

Top names of show business will take part in the program for the youngsters, the majority of whom have never seen a motion picture, according to club director Col. Auguste Mathieu.

Last year's party, aired by WBKB, brought donations for the club from viewers all over the Chicago area. One viewer, who refused to publicize his gift, sent in a check for $1,000 "to be spent as the club sees best."

New British Station Claimed To Be World's 'Most Powerful'

London—The world's most powerful video transmitter—that's what BBC calls its new station at Sutton Coldfield, near Birmingham, which begins regular program service Saturday.

Films aired during test operations by England's second station have been seen 150 miles away at Ripon, in Yorkshire. Images strong enough to be photographed off the tube are being received in Leeds—93 miles away—and in Liverpool, nearly 80 miles distant, engineers for the BBC said.

Wakefield, Yorks and Bristol, nearly 80 miles from the transmitter, all report good results, and BBC claims that the new outlet will eventually set a world record for long-distance transmission. London newspapers are playing up the tests, pointing out that no known station in America is capable of beating Sutton Coldfield. It has been said also that the new station will not utilize its full power until regular programming is begun.

The unexpected range of the station may cause the BBC to change its plans for further provincial stations. The next one is projected for southwest Yorkshire. If Sutton Coldfield overlaps that area BBC will either modify the design of the third station or move it further north. Another alternative would involve a wholesale reorganization of BBC plans to cover the country with TV.

The Sutton Coldfield outlet will serve a potential 6,000,000 viewers in the industrial Midlands. It will carry programs originating at BBC's London studios via radio relay and coaxial cable.

Sponsors Signed On DuM, WPIX And WOR-TV

Despite rumors of a major baseball league ban on television circulated at the end of last season, the three New York teams have already signed for video coverage of the 1950 schedules.

The Brooklyn Dodgers, National League pennant winners, reflecting president Rickey's feelings that TV cannot hurt gate receipts, have signed a three year pact for scanning of all home games, night and day, over WOR-TV under sponsorship of F. & M. Schaefer Brewing Co. through BBD & O.

Night Games Important

Schaefer bankrolled the Dodgers over WCBS-TV last season but moved to WOR-TV because the CBS flagship could not carry all night games in their entirety last season because of network commercial commitments. Advent of the baseball season in April will mark the beginning of seven-day-a-week programming for WOR-TV, which will air the games via a special coaxial cable to be installed from Ebbets Field to the station's transmitter in North Bergen, N. J.

Red Barber and Connie Desmond will describe the games.

Chesterfield cigarettes will again bankroll the New York Giants games and is negotiating with WPIX, which carried the schedule last season. Ernie Harwell and Russ Hodges will be behind the mike. Newell-Emmet is the agency.

For the third successive year, Ballantine beer and ale will bankroll the champion New York Yankees home schedule over WABD, through J. Walter Thompson. Mel Allen probably will return as sportscaster.

WABD is the only station to control TV rights to the games it will carry. In the case of the Giants and Dodgers, the teams signed directly with the sponsors who in turn placed the games with the stations.

Harding To Radio Sales; Had Been With WCCO

Alfred J. Harding, formerly sales manager of WCCO, Minneapolis-St. Paul station, has been appointed to the New York television sales staff of radio sales, radio and television stations representative as an account executive effective Jan. 3, it has been announced by George R. Dunham Jr., eastern sales manager of radio sales-television.

PROMOTION

WEEI Veterans Dine

Harold E. Fellows, general manager of WEEI, CBS owned-and-operated station in Boston, recently was host to the 15-Year Club at its Fourth Annual Dinner. Eighteen of the station's staff now constitute the membership of this group of radio veterans, and these eighteen lay claim to 367 years of service in an industry itself but 27 years old.

Two high-notes sparked the evening: the crowning of Ralph J. Mathewson, transmitter engineer, with the 25-year insignia (navy Blue Beret with numerals in white); and the presentation of a gold watch to Miss Florence Mitchell, Fellows' secretary, in honor of the 20 years service she now has completed.

Mathewson threw the switch that put WEEI on the air Sept. 29, 1924.

KYW Coverage Brochure

KYW in Philadelphia has sent a unique promotional brochure to "time-buying gals and guys" and has even included a useful red bandana. A map shows the coverage provided with the station's new antenna system while a cardboard wrench urges sponsors to tighten their grip on the nation's third market. The promo item also points up KYW tie-ups with the Reading, Pa., fair and the Sesqui-Centennial Celebration of nearby Chester.

Stars Going To Texas For Shamrock Bowl Game

Radio personalities Jack Benny, Phil Harris, Artie Auerbach, and Dinah Shore are slated to headline a giant entertainment program at the Shamrock Charity Bowl in Houston, Tex., prior to the Dec. 17 football game between the All American conference pro champions and an all star team made up of players from other teams in the conference. Proceeds will go to the Damon Runyon Cancer Fund, the National Kids Foundation and the Holly Hall of Houston.

High School Series On WHLI

A new musical program, High Schools on Parade, will be broadcast on WHLI in Hempstead, Long Island, beginning next month as a series of all-student productions. Bands, orchestras and glee clubs from twelve public and parochial high schools on the Island will be heard on the Saturday afternoon programs. A student-announcer will handle the introductions and the president of the student body will speak.

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WINDY CITY WORDAGE

By HAL TATE

Chicago

● ● ● One of the early arrivals here for Mutual's quarterly board of directors meeting at the Ambassador was WIP's Ben Gimbel who visited his sister here before the meeting got under way today. . . . NBC singer Jack Haskell will appear at the Marbro Theater Dec. 29 for a Decca recording party. . . . Art Jarret, formerly of Cincinnati, has joined the WGN-TV staff . . . Holland Jewelers will sponsor "The Barber of Seville," over WBKB Sunday afternoon. Malcolm-Howard is the agency. . . . John Morrell & Co. opens up their big Los Angeles quarter-million dollar branch today. . . . The Chicago Television Council held its annual Xmas party at the Tavern Club yesterday. Heading the list of entertainers were Burr Tillstrom and Fran Allison representing "Kukla, Fran and Ollie," Ernie Simon, Russ Wilt, Cliff Norton and Nancy Wright.

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● ● ● ABC will devote its entire half-hour "Junior Junction" program December 24th to a special Christmas program given by the Chicago Public Schools. . . . Harry A. Bullis, chairman of the board of General Mills and Chester C. Davis, president of the Federal Reserve Bank of St. Louis, will be featured speakers at The Advertising Council's Directors meeting at the Blackstone Hotel today. First time it's being held in Chicago. . . . L. Martin Krautter, a vice president and director of Henri, Hurst & McDonald, Inc. since 1944, has resigned to open his own business as advertising and merchandising counsel. He'll call his firm L. Martin & Associates and will open offices at 134 N. La Salle St. on Jan. 3.

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● ● ● WWCA, new Gary, Indiana station held a formal opening of their studios and executive offices Monday night. There were cocktails, dinner and a special dedicatory program. Dee A. Coe, manager, and Todd Branson, program director, were chief hosts. . . . Henri, Hurst & McDonald will move their offices to the La Salle-Wacker Building on January 3rd. . . . You see it in movies but it actually happened. Bill Woodsmall, page boy at WBBM, so impressed station execs with his voice that he's been given his own show on the local CBS outlet. Program is called "The Singing Page Boy." . . . Congrats to WGN production manager Ed Kahn. His latest production is a baby girl, Sandra Lynn, who weighed in at 7½ pounds. Ed has two other youngsters—Denis, 9 and Judith, 5.

☆ ☆ ☆ ☆

● ● ● The National Video Corp. of Chicago used the films of the Notre Dame-Southern Methodist game, to demonstrate their new TV tube and to celebrate their 1st anniversary in business. . . . Libby Furniture and Safty-Gard Vaporizer have signed for commercial time on the new "Rey Blanco Show" on WGN-TV. Herb Lyon and Clayton Bergmann are producing the show together with WGN-TV personnel. . . . John Dolce, Square Dance Caller on the WLS National Barn Dance, had a new Capitol record released this week. "Red River Valley" and "Darling Nellie Gray" are the numbers. . . . "Shopping with the Missus" celebrates its 1000th broadcast on WBBM today. Emcee John Conway figures he's interviewed more housewives than any other announcer in town. . . . Don McNeill and his 16-year-old "Breakfast Club" are featured with a cover picture and illustrated article in the January issue of "Radio Mirror."

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COAST-TO-COAST

Starts 17th Year

Des Moines, Ia.—One of the olde single-sponsored local radio shov in the Middlewest, "The Sunda Funnies," recently celebrated its 16 anniversary on KRNT. The hou long Sunday morning broadcast ha been sponsored the entire time b the Colonial Baking Compan KRNT program director Charle Miller produces and directs th show, assisted by announcer Larr Davis, and both of them also are o the acting staff.

Planning Entertainment

Denver, Col. — KLZ artists an staff members are planning enter tainment for Longmont, Colorado Rotary Club, on Tuesday, Decembe 27. KLZ public service director Mack Switzer; music director, Ar Gow; promotion manager, John Connors; and KLZ artist Pete Smythe are planning to make the trip.

Music Of Today

Hollywood, Calif.—The composer Virgil Thomson, was the guest speaker on "Music of Today," December 11th at 3 p.m. over KFWB The concert was devoted to music by Thomson and included Stabat Mater, for Soprano Solo, Helen Spann, soprano, and the Hollywood String Quartet; and Sonata Da Chiesa. Ingolf Dahl was conductor.

Blood For Xmas

Stamford, Conn.—WSTC is urging gifts of a pint of blood for Christmas. Prodgram director Ernest Hartman showed the way by giving blood to the local Red Cross blood bank and described the procedure for a special broadcast from St. Joseph Hospital.

Teen-Age Program

Milwaukee, Wis. — Students of Washington will comprise the panel on Saturday, December 17th when WISN's program "Your Question, Please" is aired at 3:30 p.m. Gertrude Puelicher will be the moderator. Teen-age problems dealing with the use of the family car, dating, advice on radio careers and school athletics will be discussed. Aptitude tests and part-time work will also be included as subjects.

WINX Fire Coverage

Washington, D. C.—WINX broadcast unique on-the-spot coverage of a fire in which one person was burned to death and another critically injured. Announcer Milton Grant spotted the fire in a house directly across the street from the WINX studios. He relayed the description of the fire to disc jockey Sam Brown, who aired the bulletins on his "Music Hall" while firemen were arriving. Morning man Jerry Strong assisted announcer Jack Rowzie in interviewing on the scene, and relaying information to Milton Grant through the window.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 51 NEW YORK, FRIDAY, DECEMBER 16, 1949 TEN CENTS

ADVERTISING LEADERS EXPRESS VIEWS

New Radio Lab. Will Locate In Colo.

Washington Bureau of RADIO DAILY

Washington—The National Bureau of Standards' $4,500,000 new radio propagation laboratory will be located on a 210-acre tract just south of Boulder, Colorado, it was announced yesterday. The site has been approved by Secretary of Commerce Charles Sawyer, and it will become the new headquarters for the NBS work in radio propagation.

Construction of the new laboratory was okayed by Congress this year, and the actual building will probably get started in 1951. It is anticipated that from 200 to 300 technicians will be permanently stationed there—most of them probably being transferred from Washington.

FMA Sees 'Dire Results' From Cuban Interference

Washington Bureau of RADIO DAILY

Washington — Predicting dire results from Cuba's troublesome frequency demands, FMA said yesterday that—"vast segments of the American radio audience face perilous interference with its listening habits unless FM facilities are expanded in certain areas of the United States." Referring to Cuban de-

(Continued on Page 2)

Premiere Of Picture Gets Full MBS Network

The two-theater world premiere of the movie Samson and Delilah will be broadcast by WOR-Mutual on Wednesday, December 21, from 8:00 to 8:30 p.m. (EST). Bill Slater will be stationed in the lobby of New York's Paramount Theater

(Continued on Page 2)

Guest-Star

Mary Garden, operatic diva of yesteryear, best known for her roles with the Chicago Opera Company, predecessor of the present Chicago Civic Opera, will make one of her rare public appearances Dec. 24 when she is interviewed by Deems Taylor during second intermission of American network's broadcast of Elisir d'Amore.

Bargain Buy

Fort Worth—259 berries and 50 cents paid off recently to Gerald Aldridge of Fort Worth when he received a television set for that "price" from Johnny Johnson Tire Company, Ft. Worth. The announcer reading the tire company's commercial over KFJZ, Ft. Worth, referred to a TV set that could be purchased for only 259 berries and 50 cents. Hearing the announcement, Aldridge swung into action. . . . having been waiting patiently for a Fort Worth announcer to make the same miscue ever since he heard about the lady paying 400 "potatoes" for a fur coat. Result: after station and sponsor huddle—one TV set for Gerald Aldridge of Ft. Worth.

Baseball Broadcast Gets Okay Of Frick

Radio broadcasting of National League baseball games will be wide open during the 1950 season, it was revealed exclusively yesterday to RADIO DAILY by Ford Frick, president of the National Baseball League.

Frick said that the National

(Continued on Page 3)

51 Students Entered In 'Democracy' Contest

Washington — Fifty - one high school students who won state contests in 48 states, the District of Columbia, Alaska and Puerto Rico,

(Continued on Page 5)

Directors Of Council Hear Speakers Stress Responsibilities Of Medium On Issues Of Public Service

Chicago — A stepped-up program of public enlightenment by business in its advertising was urged yesterday by two business leaders speaking before a meeting of the Advertising Council's Board of Directors at the Blackstone Hotel. More than 250 midwestern industrialists attend-

(Continued on Page 3)

Don Lee Expanding Arizona Coverage

West Coast Bureau of RADIO DAILY

Hollywood—In a planned move to improve its facilities and coverage in Arizona, Don Lee Broadcasting System announced affiliation with radio station KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee. These stations comprise Arizona Network and effective January 1 1950, will be full Mutual and Don Lee affiliates.

Change from present Don Lee

(Continued on Page 5)

Godfrey Sweeps 1949 Poll Of Cleveland Plain Dealer

Cleveland—Arthur Godfrey won a clean sweep in Cleveland in three popularity fields, it was revealed in the release of the 1949 Cleveland Plain Dealer Radio Poll, the nation's oldest continuous consensus of fan

(Continued on Page 2)

Two Networks Announce Christmas Bonus Plans

CBS and NBC have announced plans to Christmas gift all employees with bonuses this year. CBS will award each employee of a year or more's standing a bonus of one

(Continued on Page 3)

Radio Receiver Sales Increase In Canada

Montreal — October radio sales held to the pattern of increases set earlier this year and for the ten months ending October 30 Canadians purchased 30 per cent more radios of all types and 70 per cent more record players than during the corresponding period of 1948.

These figures were revealed in statistical summaries of sales and inventories published by the Radio Manufacturers' Association of Can-

(Continued on Page 5)

Radio Theater Leads In Two Nielsen Reports

National Nielsen-Ratings for the period Nov. 6-12, just released, show "Radio Theater," "Talent Scouts," and Jack Benny in positions 1-2-3 with respective ratings of 26.9 22.2 and 21.1. Other programs listed in

(Continued on Page 2)

ILGWU Would Buy WINS For 'Better Public Service'

Washington Bureau of RADIO DAILY

Washington — Claiming that the public will be better served by a grant of the WINS facilities to the AFL's International Ladies Garment Workers Union, former FCC Chairman, James Lawrence Fly, yesterday asked the Commission to order an Avco-like procedure in connection with the proposed sale of the station by Crosley Radio to Generoso Pope. ILGWU currently is licensee of the FM station WFDR, while Pope owns WHOM, Jersey City.

Earlier this month Fly filed for WINS employes an opposition to the sale of the station to Pope, on the ground that Pope's intention to operate the station as a foreign-language outlet would mean the loss of staff jobs.

Offering to match the $512,000

(Continued on Page 5)

Distinction

Mrs. Wilson Stuhlman of Brooklyn received a surprise when she walked into the RCA Exhibition Hall in Radio City this week and was greeted by Perry Como. She was presented with a 45 rpm record player for being the three millionth person to visit the hall since it was opened in May, 1947. The hall is now a top Radio City attraction.

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Dallas, Texas
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FINANCIAL

(December 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/8	8 5/8	8 7/8	+ 1/8
Admiral Corp.	18	17 3/8	17 3/4	— 3/8
Am. Tel. & Tel.	146 1/2	146 1/4	146 1/2	— 1/4
CBS A	28 1/8	27 5/8	28 1/8	+ 3/8
CBS B	28	27 3/4	28	.....
Philco	32 5/8	32 1/4	32 5/8	— 3/8
RCA Common	12 3/4	12 1/2	12 5/8	— 1/4
RCA 1st pfd.	72 1/2	72 1/2	72 1/2	— 7/8
Stewart-Warner	12 3/8	12 1/4	12 1/4	— 1/8
Westinghouse	32	31 3/4	31 7/8	— 1/8
Westinghouse pfd.	102	102	102	.....
Zenith Radio	32 5/8	32	32	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 5/8	16 3/4	.....
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 5/8	15 5/8
Stromberg-Carlson	10 1/2	11 3/4

Godfrey Sweeps 1949 Poll Of Cleveland Plain Dealer

(Continued from Page 1)

opinion. Clevelanders selected Godfrey for most popular program, most popular personality and most popular variety show.

The three category sweep is the first such event in the twenty year history of the poll.

CBS, for whom Godfrey broadcasts, also placed a number of other "most populars" including: Lowell Thomas, most popular network newscaster; Eve Arden ("Our Miss Brooks"), most popular comedienne; Bing Crosby, most popular male singer; Dinah Shore, most popular female singer; "Lux Radio Theater," best dramatic show, and Symphonette," which was heard on CBS, best semi-classical music series.

☆ COMING AND GOING ☆

D. W. THORNBURGH, president and general manager of WCAU, Philadelphia, in town yesterday for conferences with officials of the Columbia network.

MICHAEL FONDE, engineer at WTTM, Trenton, N. J., is back on the job following a 14-day visit to his birthplace, the island of Malta in the Mediterranean.

MICHAEL HANNA, general manager of WHCU, Ithaca, N. Y., paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

J. L. VAN VOLKENBURG, Columbia network vice-president and director of television operations, has arrived in Hollywood. He'll spend the next ten days in the film capital.

TED OBERFELDER, American network director of advertising and promotion, has returned from an extensive trip to Dallas, Houston and Miami.

MIKE DANN, trade editor at NBC, and his bride, have returned from their honeymoon in Nassau, Bahamas. Mrs. Dann is the former Joanne Himmel, of the network's "Tex and Jinx" program.

RAMON BONACHEA, Cuban government delegate to the NARBA conference in Montreal, stopped off in New York Wednesday en route to Havana. Senor Bonachea is also counsel for Goar Mestre's CMQ in Havana.

RAYMOND F. GUY, manager of radio and allocations in the engineering department of NBC, has returned from Montreal, scene of the recent NARBA conference.

HERMAN FAST, general manager of WKRC, Columbia network outlet in Cincinnati, a visitor yesterday at the offices of the web.

ROBERT QUINLAN, singing star of the Mohawk Knitting Mills video show on NBC-TV, is in town from Amsterdam, N. Y., with the Mohawk Mixed Choir. They'll be seen and heard tonight.

CHARLES COLLINGWOOD, Columbia network commentator, today will fly in from Key West, Fla., in time for the "People's Platform" television show.

GUIDO CANTELLI, guest conductor on the NBC Symphony program following the current Toscanini series, has arrived from Italy. He will be on the podium for four successive concerts starting Dec. 24.

FRANK MULLEN, television consultant, left for the West Coast Wednesday following conferences with executives of the Daily News, operators of WPIX.

JOHN GUEDEL, producer of "People Are Funny" on NBC; ART LINKLETTER, emcee, and IRVIN ATKINS, production manager, leave today for the West Coast following a week in New York.

Radio Theater Leads In Two Nielsen Reports

(Continued from Page 1)

the "Top Twenty" include: "My Friend Irma," 19.5; "Amos 'n Andy," 17.5; Charlie McCarthy, 17.5; Bob Hope, 17.4; "FBI in Peace and War," 17.1; "Mr. Keen," 16.8; Walter Winchell, 16.5.

Also: "Fibber McGee and Molly," 16.4; "Mr. Chameleon," 16.0; "Crime Photographer," 15.9; Bob Hawk, 15.9; "Mystery Theater," 15.8; "Inner Sanctum," 15.5; "Suspense," 15.4; Red Skelton, 15.4; "Day in the Life of Dennis Day," 15.2; and "Dr. Christian," 14.5.

West Coast Ratings Listed

Nielsen West Coast ratings for the October period showed "Radio Theater" first with 23.4; "People Are Funny" second with 23.3; Charlie McCarthy third with 21.5. Others in the Pacific Coast "Top Twenty" for the same period are: "Fibber McGee and Molly," 21.0; Red Skelton, 21.0; Judy Canova, 20.2; "Grand Ole Opry," 19.1; "The Whistler," 19.0; Bob Hope, 18.9; "Our Miss Brooks," 18.7; "Mr. District Attorney," 18.2; Dennis Day, 18.1; "Let George Do It," 17.6; Jack Benny, 17.5; Horace Heidt Show, 17.2; "Mystery Theater," 16.9; "My Friend Irma," 16.3; "Great Gildersleeve," 16.2; Bing Crosby, 16.2; Jimmy Durante, 15.6.

Premiere Of Picture Gets Full MBS Network

(Continued from Page 1)

while Arthur Van Horn will be at the Rivoli in Hollywood.

Cecil B. deMille, producer of the epic, will speak from Hollywood in addition to Gary Cooper, Bing Crosby, Alan Ladd, Angela Lansbury, Ray Milland, George Sanders and Barbara Stanwyck. Victor Mature, Samson in the film, will speak from the West Coast while Delilah of the movie, Hedy Lamarr, will be heard from New York.

FMA Sees 'Dire Results' From Cuban Interference

(Continued from Page 1)

mands for dual use of hitherto protested frequencies, FMA said it may become "impossible for listeners to tune in one station without simultaneously picking up an interferring program broadcast by a Cuban station at the same place on the dial."

FMA said "the battle of the airwaves now poses a virtual life-or-death threat to the markets of hundreds of small AM stations in such states as Florida, Louisiana, Mississippi, Alabama, Georgia, South and North Carolina."

FMA urged AM broadcasters in these states—particularly in Florida because of its geographic proximity to Cuba—to plan now for one hundred per cent transition to FM, terming FM "the only means left to American broadcasters to recapture audiences that will be lost to them because of Cuban interference."

FMA further said the basis for the transition to FM in Florida is already established because although AM stations outnumber FM three to one in Florida, the FM stations already serve areas larger than those served by AM. AM coverage in Florida will continue to shrink, FMA asserted, as Cuba expands its AM outlets both in power as well as number. The degree of ease in which the transition can be made will depend largely on the extent of co-operation the broadcasters get from the set manufacturers, FMA added.

Broadcasters were warned that before they can effect such a transition, they must first obtain an ironclad guarantee from the set manufacturers that they will produce reasonably priced, high quality FM receivers in sufficient numbers to meet public demand.



Goodbye, Mr. Chip

Chipmunks are not usually trained animals. But this one's owner built him a little house. When Mr. Chip gets through his day's foraging, he says goodbye and goes "home." Pretty unusual, eh?

There's something unusual, too, in the Baltimore radio market—a BIG independent station that delivers a BIG audience at amazingly low cost.

The station is W-I-T-H, and it regularly delivers more listeners-per-dollar than any other station in town. That means you can accomplish BIG results from very SMALL appropriations.

So if you're looking for low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Public Enlightenment Vital, Adv. Men Told

(Continued from Page 1)

ed the all-day session at which Harry A. Bullis, chairman of the board of General Mills, Inc. and Chester C. Davis, president of the Federal Reserve Bank of St. Louis spoke. The meeting of the Council's board was the first ever held outside of New York.

Bullis, who is a member of the council's industries advisory committee, told the group that "the new vital task of advertising today is to help educate our people as to the ways in which we can maintain a strong and free United States of America." He said it was the obligation of the council to direct the energies of the country along "constructive channels."

"Miracle Lubricant"

"Advertising is the miracle lubricant,' he continued, "that has kept the wheels of our economy spinning free, opening new markets for goods, creating new production." The General Mills chairman said "that advertising has made great progress in winning the minds and hearts of men to a conception of what freedom means." Bullis cited this as the goal of business through the Advertising Council.

"Let us give the public facts and a proper program, and urge the people to use their freedom of choice in shaping our national policy," Bullis added.

Davis, a member of the council's public policy committee, observed that "our principal weakness today is not economic or military but idealogical—not a matter of goods or guns, but of ideas." War bond sales promotion, the famine emergency drives, the task of explaining The American Heritage, spreading understanding of ERP and other matters of vital concern were given as examples by Davis, of the assistance which American Industry gave through the Advertising Council.

Among other speakers at the session was Robert R. Mathews, v-p in charge of advertising for the American Express Company. He described the 1950 census as "the biggest research project in history," and he described the council's part in educating the public for the project.

Stuart Peabody, ass't. v-p of the Borden Company, gave a report of the American Economic System campaign. Roy Larsen, president of Time, Inc. spoke on the council's Better Schools Campaign.

Transatlantic Discussion

British and American youth will talk things over in a transatlantic broadcast of The Youth Forum over WQXR on Saturday, December 24, from 10:15 to 11 a.m. Two high school students from England and two from New York will discuss "Is Youth Preparing for World Citizenship?" The same topic will be debated by French and American students on Saturday, December 31.

★ AGENCY NEWSCAST ★

FRED FEAR & CO., Brooklyn, has named Peter Hilton, Inc. for Burton's pure vanilla extract, New England syrup, Chick-Chick and Presto easter egg dyes, and Doxsee clam products, effective January 1. Account executive is Harry R. Schreier. Radio, television, newspapers and trade papers will be used.

RICHARD D. PALLIN has been appointed director of advertising for the Gray Manufacturing Company in Hartford. Gray is now making projectors for television commercials and playback arms for radio transcriptions.

TOPSIN ADVERTISING, INC. has opened in Garden City, L. I. as an advertising agency and public relations service. Martin Forman, one-time OWI editor, is president.

C. WYLIE CALDER joins the Frederic W. Ziv Co. as an account executive, covering South Carolina and eastern Georgia, effective January 1, 1950. Calder will headquarter in Charleston, S. C. He has been manager of WHAN, Charleston, S. C.

JAMES CHIRURG COMPANY has been named by The Borden Company's chemical division effective January 2, 1950. The division manufactures Durite plastic molding compounds and resins; Casco, caeein and resin adhesives.

L. MARTIN KRAUTTER has formed his own agency, L. Martin Krautter & Associates in Chicago. He was v-p of Henri, Hurst & McDonald, Inc. previously.

H. S. COLE has been appointed manager of the drug products division of Procter & Gamble. He succeeds H. R. Hall, who has accepted a faculty post at Harvard.

CHARLES STRAUSS has joined the copy department of Federal Advertising Agency, Inc. He formerly was with Newell-Emmett.

STANLEY H. TALBOTT has been named v-p in charge of advertising and promotion of Joyce, Inc. in Pasadena, California. He was previously with N. W. Ayer & Son.

THE ROBERTS TECHNICAL & TRADE SCHOOLS of Manhattan and Brooklyn have appointed William Warren, Jackson & Delaney to handle its radio advertising. WJZ and WMGM are now being used.

MARION HARPER, JR., president of McCann-Erickson, Inc., addressed the annual meeting of Esso Standard Oil Company's merchandising managers on Monday in the Hotel Statler. He discussed misconceptions of the functions of capitalism and profits and the opportunities open to creative American salesmen.

LEWIS LARSON, general manager of the Lloyd Manufacturing Company of Menominee, Michigan, announces the appointment of the Charles W. Hoyt Company, Inc., of New York, as its advertising agency. The appointment is effective immediately.

NORMAN MALONE & ASSOCIATES, of Akron, Ohio, has resigned the account of Milton Bradley Co., toy and game manufacturer, effective December 31.

MRS. ETTA L. WANGER has been appointed v-p of Spadea, Inc.

Two Networks Announce Christmas Bonus Plans

(Continued from Page 1)

week's salary while NBC will give employees of the same time standing one-quarter of one month's salary.

ABC has not yet announced Christmas bonus plans, nor has Mutual. CBS has always given bonuses at Christmas-tide but last year bypassed employees who were working for the web under a union contract.

Baseball Broadcast Gets Okay Of Frick

(Continued from Page 1)

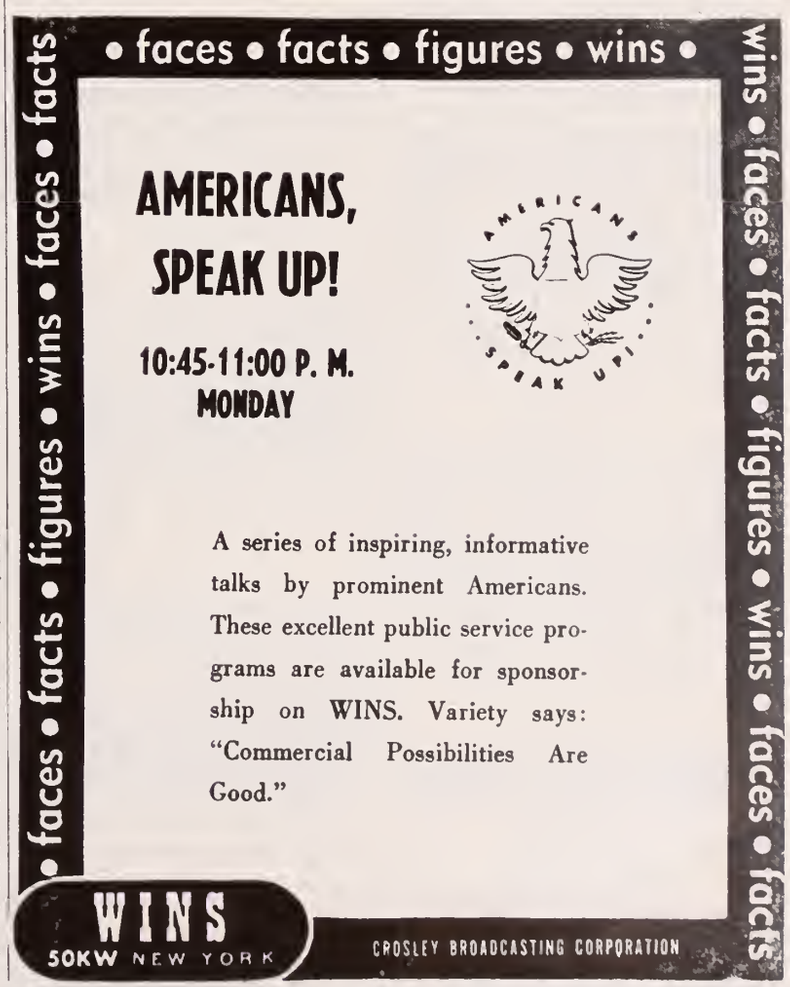
League will permit all eight of its member clubs to make separate deals with radio broadcasting stations on a non-exclusive basis for airing their games to non-major league or non-baseball towns. Exclusive deals, he continued, were still possible for broadcasts in major league towns having teams affiliated with the National League.

Pointing out that there would be no other formal announcement of this policy, Frick said that National League Clubs would observe the last year's decision by the U. S. Department of Justice when entering into broadcast negotiations.

Department's Decision

The Justice Department's decision states that no major league ball club may air its games in a minor league town while a professional ball game is being played there. It set an arbitrary prohibited broadcast period in the town where the game is being played of three and one-half hours in the case of a single game and five and one-half hours on double header days.

The Washington agency's decision will not affect video but applies to both AM and FM broadcasting.



CHICAGO

By HAL TATE

NEW WORLD DISTRIBUTORS INC. distributors for DuM sets in this area, are sponsoring "Stop the Record," new daily TV show on WGN-TV. Frann Weigle, local disc jockey conducts the program which is a giveaway show. The program is a package produced by Rose Dunn and Stan Joel. Petesch, Hecht & O'Conner. Inc., handle the account.

Wilson Sporting Goods Co. and General Mills for 3rd consecutive year will co-sponsor the National Professional Football title game over ABC on Sunday, December 18. Harry Wismer will handle the play-by-play while "Red" Grange will do the color. Ewell Thurber, Inc., Chicago, handles the Wilson account while Knox-Reeves, Minneapolis, handles the General Mills account.

Ell Henry, ABC press chieftain, and Jim Duffy, of the network's press staff, huddling with Bob Froman all week. Latter is here from New York to do a piece on Don McNeill's "Breakfast Club" for Collier's Magazine.

It's all boys at NBC! Leonard O'Conner, Reinald Werrenrath and Ed Morrell all recently became the proud fathers of sons. O'Conner conducts the "News on the Spot" program over WMAQ, Werrenrath is NBC-TV field director, and Morrell is assistant engineer for WNBQ.

Hollywood's New

COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
- Rates from $6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOllywood 9-2701



Man About Manhattan. . . !

● ● ● FRIDAYDREAMING: Active trading in American Broadcasting Company stock has revived the rumor that 20th Century-Fox is acquiring large blocks of the stock. Some months ago the movie outfit made a bid for the network and at that time it was said they were desirous of getting into television. . . . Rayve Shampoo account switching from Needham, Lewis & Brorby agency in Chi to J. Walter Thompson here. Switchover cued by Lever Bros. shift to N. Y. . . . Hildegarde signed to record on the Capitol label. . . . Aside to Everett Crosby: Has Chesterfield granted you permission for Bing to make L.P. records yet? . . . Philip Morris is calling for a big budget TV'er. . . . Ralph Edwards took the 'consequences' when he almost collapsed from poisoning recently which just about ruined his N. Y. vacation. . . . Lanny Ross slated to sing at the Sales Execs luncheon today—which is pretty good casting since Lanny has always been quite a guy in the sales dep't for any sponsor that latched onto him. . . . Elaine Williams, the talented and lovely television star, is up for a mistress of ceremonies role in a new puppet show, "Eski Mo and Eski Joe," being readied by CBS. . . . Add eternal pessimists: The guy who spreads the rumor around that Guy Lombardo can't last.

☆ ☆ ☆ ☆

Pome: "Mule Train" with its consistence,
Is the bane
Of my existence.

—Harold Stein

☆ ☆ ☆ ☆

● ● ● Herb Polesie, who oughta know, was telling us the other noontime that it's much tougher to garner laughs in television than in radio. In radio, he points out, there's nothing between the comic and the studio audience, except maybe the script. However, in TV, the audience's attention is diverted by a number of things. First of all there are the three comedians, temporarily known as cameramen, whose slightest move captures the attention of the entire audience. (One cameraman Herb knows once took a great shot and then turned around for a bow). Then there's a new twist with the audience itself—people trying to exert influence to get seated somewhere near the cameras so they can be sure and wave to their pals at every opportunity. Someday, Herb hopes, television will build theatres exclusively for its own medium with camera placement such as to prevent audience interference or distraction. Herb may have something there at that. The Bennys, Allens, etc., are holding back from TV because they're afraid they won't get the same laughs that they're used to in radio.

☆ ☆ ☆ ☆

● ● ● The Arthrities and Rheumatism Foundation puts its current fund drive into high gear this Sunday with a star-studded variety show via CBS. Featured will be Robert Q. Lewis, Peter Donald, Abe Burrows, Art Waner's orchestra, Jeannette Davis and veteran actor Bramwell Fletcher.

☆ ☆ ☆ ☆

● ● ● Y & R have renewed the contract for scripter Priscilla Kent's "The Second Mrs. Burton," the CBS soaper. Incidentally, Priscilla is debunking the popular (and well-founded) theory that soap operas aren't realistic. She just returned from a 3-month tour of Europe gathering material. In January, the setting for her radio serial will take place in the countries she visited.

☆ ☆ ☆ ☆

● ● ● OUR HATS OFF DEP'T: Hank Ladd's high grade subbing for M. Berle Tues. nite, which netted him a return shot next week. . . . The new "Easy Aces" video show via WABD Wed. at 7:45—another Ziv hit.

SAN FRANCISCO

By NOEL CORBETT

GEORGE VOIGT is conducting a TV poll through his Chronicle radio column. Two pitches drew 214 letters. Voigt got several surprises, one of which was that every letter contained intelligent criticisms, proving TV listeners take their TV seriously. Berle was in front four to one; Godfrey second and Philco Television Playhouse and Ed Wynn tied for fourth. Of the local shows, Ruby Hunter's "Tell the Admiral" was away out in front with Dude Martin second and sports in general third.

There are now over 20,000 TV sets in the Bay Area.

Marje King goes under the sponsorship of Folger's Coffee beginning February 13. Raymond Morgan agency handled the deal. Show is heard Monday through Friday 12:45 to 1 with guests and Lyle Bardo's orchestra. Miss King selects typical San Francisco personalities for her guests. One, this week, was Charles W. Friedrichs, Secretary-Manager of the SPCA, who urged people to adopt a pet from the Animal Shelter for Christmas.

Friedrichs, who was on NBC and KYA for several years with his "Uncle Charley's Pet Club," is auditioning a similar show for Grant Holcomb at KCBS.

J. G. (Gil) Paltridge is the new manager of KYA. Paltridge started here then moved South with KFI, later opening his own station, KGIL, at Sherman Oaks in the San Fernando Valley.

Send Birthday Greetings To—

December 16
Jessie Block — Lucille Lortell
Dick Krane — Arthur Padgett

December 17
Dick Gilbert — House Jameson
Howard A. Miller — Ray Noble
Herbert Nelson — Stella Unger
Calvin J. Simth — Harriet Hess

December 18
Sam Berger — Lud Gluskin
Ernie Jacobson — Harry Kagen
Jocko Maxwell — Donald Stuart
Jerry Lawrence — Hal Kanter

December 19
Clark Dennis — David Niles
Charles Norwood — Jack Rubin
Tom Shirley

December 20
Harold Anderson — Carol Bowers
Ted Fiorito — Jeanne Harrison
Hal Gordon — Joseph Littau
Bob Prescott

December 21
Bea Churchill — Xavier Cugat
Andre Kostelanetz — Bob Strong

December 22
Bob Guilbert — Eunice Howard
Deems Taylor — Dorothy Lewis

Radio Receiver Sales Increase In Canada

(Continued from Page 1)

ada. Some totals in the report, with comparative 1948 figures in brackets, follow:

October sales of radio receivers of all types, 78,680 (74,213); radio sales for ten months ending October 30, 539,693 (414,739); total record player sales for October, 3,394 (2,404); record player sales for ten months, 24,449 (14,686); October inventory of radios of all types, 133,190 (139,351); October inventory of radios priced at $30 or less, 43,648 (16,947).

Lower-Priced Most Popular

The big increase in radio sales was in the cheapest price bracket, below $30, of which 128,786 were sold compared with 44,558 in the same period of 1948.

It is also noted that the big increase in record players was in the lower priced models without amplifiers, of which 17,251 were sold, compared with 9,094 in the same period of 1948.

Ontario province continues the big market for radio receivers of all types. More than half (287,682 out of a country-wide total of 539,693) were marketed in Ontario, and the dollar value of Ontario sales in the 10-month period this year was $21,803,973 out of a total of $39,455,168 for the whole country.

51 Students Entered In 'Democracy' Contest

(Continued from Page 1)

were entered yesterday in the national finals of the Voice of Democracy Contest. The youngsters, victorious over 1,000,000 contestants in school, community and state judgings with their five-minute broadcast scripts on the subject, "I Speak for Democracy," will compete by transcription and recordings next week for the four national awards, $500 college scholarships and trips to Washington to receive their awards.

Names of the 51 state winners have been announced by Robert K. Richards, chairman of the Voice of Democracy Committee, which is made up of representatives of three sponsors, NAB, RMA and the U. S. Junior Chamber of Commerce.

The U. S. Office of Education, Federal Security Agency, which endorse the contest, is also represented on the committee.

The 51 transcriptions selected will now be judged by the panel of distinguished Americans who make up the national board of judges. They are: Tom C. Clark, Associate Justice of the U. S. Supreme Court; Douglas Southall Freeman, noted southern editor and author; Andrew D. Holt, president of National Education Association; J. Edgar Hoover, director of the FBI; Edward R. Murrow, news commentator for CBS, and James Stewart, motion picture star, also chairman of the board of judges.

ILGWU Would Buy WINS For 'Better Public Service'

(Continued from Page 1)

price for which Pope has contracted to buy the station, ILGWU promises the same type of programming now aired by WFDR, which has been a voice for the union's adult education and cultural activities.

The issue now presented is of supreme importance, Fly said—it is "whether the public interest will be better served by devoting this important facility to foreign language broadcasts directed to a particular segment of the listening public or by having a facility of this character continue to be utilized to render a very meritorious general service of all the public."

Even if ILGWU did not seek the station, Fly wrote, the FCC would have before it "a serious question as to whether such limited use of this particular powerful and important facility (as foreign-language broadcasting) is in the public interest."

Lawyers here were skeptical that once having abandoned the Avco procedure, whereby a comparative hearing on the merits of the two applicants would be required, the FCC will now invoke such procedure in this case.

Cottone Also Files

Yesterday, too, general counsel Benedict P. Cottone of the FCC filed exceptions to an initial decision last month by examiner Hugh Hutcheson in the Pilgrim Broadcasting case, in Boston. Hutcheson had delivered a sharp attack on the principle of foreign-language broadcasting in his decision.

Cottone wrote that, "The structure of our society is not so insecure that we must stamp out all adherance to foreign traditions or customs. Nor, it is hoped, are we so provincial as not to recognize that there may be much in the native culture of Americans of foreign extraction that deserves to be kept alive and from which our own culture might borrow with profit."

He said a knowledge of English is "virtually essential to normal active life in the United States, and it is hardly likely that a few hours of foreign language programs would have any substantial tendency to destroy the incentive to learn English. He added:

"Our American ideal, to which the examiner refers, envisages a land where all persons of whatever religion, race or national origin are free, so long as they do not harm others, to live as they see fit, maintaining the customs, traditions, interests and beliefs they think best. The suggestion in this initial decision that groups of foreign extraction should be denied access to their native language is clearly repugnant to that ideal."

At the same time Cottone found no reason to alter Hucheson's conclusion that the program plans of Joseph A. Slimeme, the applicant with the plans for extensive foreign language operation, were not of sufficient merit to win him the construction permit in competition with other applicants.

"Holy Year" Program On ABC Web Sunday

The American network's "Hour of Faith," 11:30-noon on Sunday, Dec. 18, will be given over to a special program dramatizing the establishment of 1950 as "Holy Year" by Pope Pius. Victor recordings made in Rome will be aired. They will include the proclamation made by Pope Pius, rehearsals for the attendant ceremonies and a dramatization of the "Opening of the Door," which will take place on Christmas Day.

Coast Guard Anniversary

Commemorating the 20th anniversary of the founding of the Coast Guard Academy in New London, Conn., CBS will present a special half-hour show emceed by Robert Q. Lewis on Dec. 20. Titled "Cadet Holiday" the program features Peggy Ann Garner, Earl Wrightson and Francey Lane, and the U. S. Coast Guard Band and Glee Club.

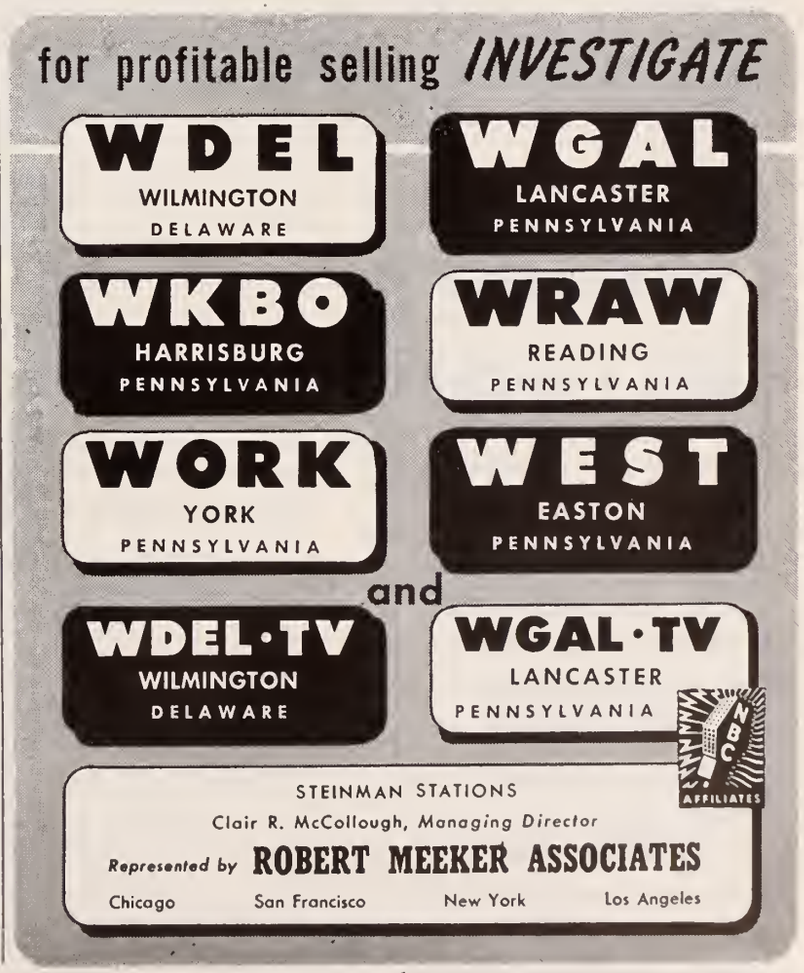
Don Lee Expanding Arizona Coverage

(Continued from Page 1)

Arizona outlets, KOOL, Phoenix; KCKY, Coolidge, KCNA, Tucson, will give Don Lee and Mutual considerably greater coverage and vastly improved facilities in Arizona, according to Pat Campbell, v-p in charge of station relations for Don Lee. Of special note is extention to Bissbee. This addition affords Don Lee a powerful front running virtual length of state and assures best possible coverage by any state grouping of stations. Station KOY has power of 5,000 watts days and 1,000 watts nights and operates on 550 kilocycles. Stations KTUC and KSUN, 250 watters, respectively, operate on 1400 and 1230 kilocycles.

Barnes Making Speeches

Pat Barnes, WJZ, New York, gabber, plans to spend some time on the road during the next few weeks. He has been scheduled to represent WJZ at the Bronxville, N. Y. Civic Forum where he will discuss "What We Can Do To Help Peace" on Dec. 19. On Dec. 21, he does a guest speaker shot before the N. Y. Kiwanis Club luncheon where we will talk about "Twenty Years In Radio" and on Jan. 18, he goes to Chicago to address station managers.



AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, Dec. 16, 1949

GI's May Buy Million TV Sets—Raytheon

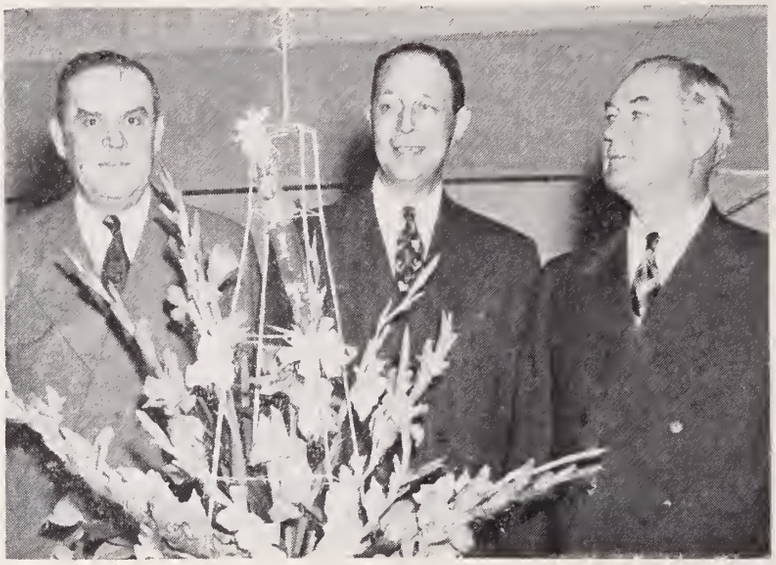
Provided a survey recently conducted by Raytheon Manufacturing Company is indicative of the entire country, approximately 1,100,000 TV sets will be purchased by World War 11 veterans alone during the first three months of 1950.

Raytheon, according to Charles Francis Adams, Jr., the company's president, polled 1,000 veterans in its plants in Waltham and Newton, Mass., to find out how many now own TV receivers and how many plan to buy sets with their G. I. insurance refunds during the first part of 1950.

Results of the poll showed that 27 per cent of the company's ex-G. I.'s now own TV sets and 14 per cent of the total plan to purchase sets with their insurance refunds. Thus, of the 73 per cent who do not own TV sets, approximately one-fifth plan to buy them with their insurance money. If like results hold true for all veterans of World War II in areas now served by television, it would indicate that an appreciable part of the TV manufacturing industry would be busy from Jan. 15 to April 15.

Assuming that some 16 million ex-G. I.'s will receive refunds from the Government and that half of them are within range of TV stations, and if Raytheon's poll applied to these 8 million veterans, it would indicate that they would buy 1,100,000 sets in the three-month period.

Tele View of the Week



Hugh A. L. Halff, president and general manager of WOAI-TV, first television outlet in San Antonio, Tex., is shown with (left) Congressman Paul J. Kilday of Texas and (right) Mayor Jack White at formal inauguration of the new station on T-Day, Dec. 11.

'Ruggedized' Radio Tubes Announced By Sylvania

Radio tubes which will withstand severe vibration and shock, have been specially designed to provide dependable communications service by Sylvania Electric Products, Inc., according to C. W. Shaw, general sales manager of the radio tube division. The "ruggedized" tubes, five of which have already been manufactured, are the first of approximately twenty types being designed. Electrical characteristics and circuit applications of these tubes are similar to corresponding standard types but physical design of tube structures has been modified to assure maximum dependable service life.

To Manage Marketing Service Div. Of GE

L. K. Alexander has been appointed manager of the marketing services division in the General Electric Company's electronics department at Syracuse. Announcement of Alexander's appointment was made by E. H. Vogel, manager of marketing for the department. Alexander will have responsibility for market research activities of the department, will advise on distribution, production and inventory control, and will represent the manager of marketing in coordinating programs for product planning and service. He has been with GE since 1933.

Philco Appoints Three To New Exec. Posts

Larry F. Hardy has been appointed president of the television and radio division of Philco Corp., it was announced this week by William Balderston, president of the corporation. Hardy will be in charge of all phases of Philco's TV and radio business. He first joined Philco in 1932, representing the corporation in Chicago and the Northwest Division, and then was made v-p and general manager of Simplex Radio Co., a Philco subsidiary.

Joseph H. Gilles, vice-president and a member of the board of directors of Philco, will assume full responsibility for all operations of the division and has been appointed vice-chairman of the division's executive committee. Gilles has served with Philco since 1929.

Frederick D. Ogilby, who previously served as manager of TV sales, has been appointed vice-president—sales of the TV and radio division of Philco. Ogilby will be responsible for the development of the new product lines, as well as head of the sales activities of the division. He has been with the corporation since 1931.

Circle-X Switches To Steatite

The Circle "X" Antenna Corp. announced that it has revised its center block construction by switching from a plastic center to a high frequency steatite center.

PRODUCTION PARADE

TV Table Holds Record Player

A table model TV set and a 45-rpm record-playing attachment may be combined on the same table through the styling of a new television receiver base announced by RCA Victor. The table comes with opposite sides in different finishes to match either RCA's gold-trimmed maroon TV table model (T-121) or the company's 10-inch special anniversary model with simulated wood grain finish, or Model 9-T-256. The record player is accommodated in the center of a shelf divided into three segments which makes room for twelve of the 45-rpm albums at either end.

Burlingame Associates Expands

Burlingame Associates and its affiliate, Brujac Electronic Corp. have moved to larger modern quarters at 103 Lafayette St., New York. New facilities include private and semi-private offices for executives and salesmen, complete accounting department, technical sales and customers service departments, conference and show room, stock and shipping room, and a fully equipped repair and service department, as well as a highly specialized mailing department. Burlingame Associates is one of the country's largest representatives for the distribution of electronics instruments.

ENGINEERS—CONSULTANTS

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A. R. BITTER
Consulting Radio Engineers
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TOLEDO 6, OHIO
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TELEVISION DAILY

Section of RADIO DAILY, Friday, December 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

VIDEO DIRECTORS NAMED BY CBC

TELE TOPICS

AT LEAST ONE NET has established the practice of refunding 75 per cent of rate in case of video failure and 25 per cent if only audio goes out, thus indicating that TV is 75 per cent visual. If more producers would recognize this fact, programming would be immeasurably improved. A case in point is "Easy Aces," which bowed on DuMont Wednesday nite. Format of the show is so restrictive that it provides nothing to attract the eye even though it is on film and thus can embrace a much wider scope than live production. Briefly, it runs something like this: Jane and Goodman Ace are seen seated in a living rom watching their TV receiver. Some old films which they are watching are inserted and they talk about them. The talk is very amusing, indeed, but all that is seen for most of the show are tired, dull film clips. Had a video failure occurred at any point during the show, or for the entire quarter-hour for that matter, viewers would have lost nothing whatsoever. As we said before, the Aces' conversation is very funny, but there's really no need to use tele to broadcast conversation. Ace is too good to be bound by such a narrow format; we'd like to see him do a situation-comedy show for TV along the lines of "Mr. Ace & Jane," one of the best AM series ever aired. . . . Produced by Ziv Television Programs, Inc., show is directed by Jeanne Harrison and written by Ace, George Foster, Mort Green and Jack Raymond.

●

IN AN INDUSTRY that abounds with complications, the station affiliation situation has never been known as a shining example of clarity. Multiple affiliation is the rule rather than the exception, and in virtually every one-station city, the outlet takes programs from all four webs. This has been especially grievous to everyone who has tried to clear station time for a network show. Now, however, ABC has come up with a switch that has brightened an otherwise dull day. The web announced yesterday that as of Dec. 17 it will have two—count 'em—two affiliates in Cleveland. The new affiliate will be WXEL which will carry those ABC shows that WEWS, the web's primary outlet, will be unable to air because of prior commitments. WXEL will be a primary DuMont outlet, while WEWS also has multiple affiliation.

●

COOPERATING WITH New York's water conservation drive, DuM production chief Frank Bunetta yesterday armed two stage hands with buckets and sent them to the Hudson River to dio out enough water for use on tonite's "Hands Of Murder" stanza. Script for this week's edition of the mystery series is built around a murder committed as a result of bootlegging in water.

Rates Still Going Up, Three Stas. Set Boost

Three more stations have issued new rate cards, revised upward, as part of the general industry rate increase prompted by the rapidly growing circulation. Latest to announce rate boosts are KTLA, Los Angeles; WTMJ-TV, Milwaukee, and WWJ-TV, Detroit.

The Detroit News outlet, managed by Harry Bannister, has increased its basic hourly rate from $500 to $600, effective Feb. 1. This is an increase of 20 per cent, while the number of receivers in the area, now 130,000, has gone up almost 100 per cent since June.

WTMJ-TV, owned by the Milwaukee Journal and headed by Walter Damm, has issued its sixth rate card although it has been on the air only two years. New card, effective Jan. 1, establishes a basic hourly rate of $450, an increase of $100 over the previous rate set Oct. 1.

The new KTLA card, announced by George Shupert, director of commercial operations for Paramount TV, is the station's first in a year. It boosts rates about 20 per cent—to $600 per hour—while circulation has grown 500 per cent during the past year.

FCC Okays Time Rate

Washington—The FCC yesterday approved a $395 monthly charge for telephone lines within the city of Rochester for the connection of WHAM-TV to the NBC-television network.

Cowan Eng'g Chief Of AT&T Long Lines

Frank A. Cowan, assistant to the general manager of the AT&T Long Lines Department, has been named head of engineering for the department, succeeding Horace H. Nance, who is retiring Dec. 31 after more than 39 years with the Bell System.

The Long Lines Department is the branch of AT&T responsible for TV networking, and Cowan has had broad experience in the engineering of both coaxial cable and radio relay systems.

Cowan started his career with the department in Atlanta soon after graduation from George Tech in 1919. He has been with AT&T ever since and during the war did liaison work between the communications industry and the armed forces.

Bank Renews Newsreels

Boston — The National Shawmut Bank of Boston has signed a long-term exclusive contract with INS-Telenews, renewing sponsorship of the daily and weekly newsreels on both stations operating in this area.

The newsreels are carried by both WBZ-TV and WNAC-TV directly preceding network time, under the title of "The Shawmut Newsteller."

The Bank entered the TV field last year by placing the INS-Telenews daily and weekly newsreels with both stations for complete coverage of the area. The resultant gratifying increases in business prompted the bank to renew for three years.

Mutrie And Seguin Set For Toronto And Montreal

Montreal—Fergus Mutrie of Toronto, and Aurele Seguin of Montreal yesterday were named directors of television for the CBC, the first appointments to be made in Canadian television on a full-time basis.

The appointments were announced in a press statement by Dr. Augustin Frigon, general manager of CBC, who said the two radio executives have been assigned to work full-time on development of CBC-TV in Montreal and Toronto.

Alphonse Ouimet of Montreal, CBC assistant chief engineer, will continue to act as co-ordinator of television.

Programs Next Summer

Dr. Frigon said Canada's first television programs will probably be on the air by midsummer of 1951. An earlier start would be impossible, he added, due to the time needed to build transmitters and studios in Montreal and Toronto and to gather and train a television staff.

Both Mutrie and Seguin have recently returned from Europe and the United States, where they made extensive studies of television systems.

Mutrie, Regina-born, is well known on the Pacific Coast in both music and agricultural circles. His father, J. T. Mutrie, has established at Vernon, B. C., one of the largest seed farms in Canada. The Montreal television director has been in radio for 16 years, occupying various positions with CBC in Ottawa, Quebec and Montreal.

Statement By Dr. Frigon

In announcing the new appointments, Dr. Frigon said the CBC has "fairly extensive" plans on hand which will be implemented in the near future. He did not give any details.

RCA-DuMont Patent Battle Enters Third Round In Court

Wilmington, Del. — The long-standing patent patent battle between RCA and DuMont entered the third round this week when DuMont challenged the validity of certain RCA patents in a declaratory judgment suit filed in Federal Court here.

The complaint denies infringement charges originally brought by RCA and alleges that the RCA patents are invalid "to the extent that they may have colorable relevancy" to equipment of the DuMont organization.

The battle between the two receiver manufacturers dates back to March 22, 1948, when RCA filed suit in Los Angeles against DuMont, Paramount Pictures, Television Productions, Inc., and three DuM dealers, charging infringement of patents. Four days later, DuM filed a declaratory judgment suit in Wilmington. When RCA later sought to add eleven new patents to its California suit, all but two were rejected. The latest DuMont suit, it was said, covers the remaining nine patents.

DuMont's latest suit charges RCA with monopoly and restraint of trade. It further alleges that RCA has misused the nine mentioned patents and other patents owned or controlled in a manner contrary to public policy, as a result of which the patents are unenforceable.

None of the three suits has as yet been brought to trial.

Congoleum Picks Up Tab On NBC's Garroway Show

Congoleum Nairn Co., floor covering firm, will sponsor "Garroway At Large" over the NBC web beginning early in February. Contract was placed through McCann-Erickson.

Sale gives NBC a 7-10:30 p.m. sell-out two nights a week — Sunday, when Garroway is aired at 10 p.m., EST, and Tuesday.

Originating in Chicago, program has been on the air since April as a sustainer. Price of the package is said to be about $5,000.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"
Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
"BLUE FOR A BOY—
PINK FOR A GIRL"
Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Revival of a Million Copy Hit!
"AM I WASTING
MY TIME ON YOU"
STASNY MUSIC CORP.
1619 Broadway New York City

THE OLD
MASTER PAINTER
recorded by
PHIL HARRIS RCA Victor
RICHARD HAYES Mercury
DICK HAYMES Decca
SNOOKY LANSON London
PEGGY LEE-MEL TORME, Capitol
JACKIE PARIS Nationol
FRANK SINATRA Columbio
with others to follow
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Bourne Music has two oldies which have bounced back into the musical limelight. . . . ditties are the rythmic "Charlie My Boy" and "I Never See Maggie Alone." . . . ● J. J. Robbins & Sons come with a smash in "Bye Bye Baby," swingy thingy penned by Leo Robin and Jules Styne for the hit musical, "Gentlemen Prefer Blondes," . . . with major platters by Frank Sinatra (Columbia) Guy Lombardo (Decca) Tony Martin (Victor) Art Lund (MGM) and Ray Anthony (Capitol) how can it miss? . . . ● That new platter series of musicals, "Your Melody Parade," emceed by Bob Warren with guests interviewed by Peter Roberts, is delightful listenin' these Sunday noons via NBC. . . . ● Handsome Bill Harrington starts a new series of telecasts Tuesday over WOR-TV . . . program will be beamed Tuesdays and Thursdays at 7:15 p.m. . . . ● Margaret Truman makes her Gotham concert debut Tuesday when she guestrills on American Oil Company's "Carnegie Hall" ABCoast to Coaster. . . . ● Floyd Tillman, who penned "Slippin' Around" has given Peer International another potential hit parader in "I Gotta Have My Baby Back." . . . ● Roy Stevens' Ork opens at Dailey's Meadowbrook Jan. 6 for 11 weeks with beau coup air time. . . . ● Looks like Mutual is more than interested in Gerry Gross' TVehicle starring Bob Houston. . . . ● Happy Goday's first plug tune will be (I'm Gonna Paper My Walls) "With Your Love Letters" a torch penned by Teddy Powell and Bernie Wayne. . . .

☆ ☆ ☆ ☆

● ● ● With four major platters due to hit the music counters next week, Duchess Music's (There's Something About A) "Home Town Band" is sure-fire . . . waxings include Freddie Martin (Victor) Russ Morgan (Decca) Harmonaires (Columbia) and Art Mooney (MGM). . . . ● Sanford Bickart's narration on the Sunday NBTelevasts of Stromberg-Carlson's "Tropic Holiday," is first rate story-telling. . . . ● Back in 1932 Arthur Tracey zoomed into prominence as "The Street Singer" and his theme song, "Martha," likewise clicked . . . the number, written by L. Wolfe Gilbert and Moises Simons, has been taken out of the E. B. Marks archives and will be revived . . . look for this fine ballad to repeat. . . . ● Dennis James' TV series "Okay Mother" has caught on and currently culls over a thousand letters a week. . . . Program, sponsored by Sterling Drugs over the DuMont network, is the first sponsored daytime show to be beamed over a TV network. . . .

☆ ☆ ☆ ☆

● ● ● Frances Schillinger's book, "Joseph Schilinger," just published by Greenberg Publications, is a delightful memoir of the late musical genius, whose pupils include most of the country's top-ranking ork pilots, conductors and arrangers . . . entertaining, romantic and anecdotal, the author gives the inside story of modern musical Americana . . . it reveals interesting facts such as Glenn Miller's "Moonlight Serenade" and George Gershwin's "Mine" were developed from exercises they respectfully prepared during their studies with Schillinger . . . tome is a MUST for everyone in the entertainment world. . . .

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Juanita Hall, of "South Pacific," has a solid bit of wax in her latest Victor record of "Blow Them Blues Away" reversed with "Scarlet Ribbons,". . . top side is easily her best effort with effective trumpet support by Billy Moten, who fills a horn like Billy Butterfield. . . ● Columbia comes up with a surprise novelty biscuit in Polka King Walter Solek's fine effort on a novelty titled. "We Don't Make Any Money" (But We Have A Lot of Fun) . . . flip is "Everybody's Polka," . . . made to order for deejays and jukes. . . . ● When a Wilkes Barre, Pa. fellow wrote a protesting letter to MBS deejay Bob Poole, "because his office help dropped their work to listen to his programs," listeners to Poole (via WBAX) swamped James Monks with indignant phone calls . . . (Monks—who he? He, man who protested, dat who.). . . . Eddie 'Gin'

PLUG TUNES

Wedding Bells Will
Soon Be Ringin'
LAUREL MUSIC CO.
1619 Broadway New York City

Bing Crosby, Gracie Fields, Sammy Kaye, Johnny Desmond, Jo Stafford, Doris Day
Are All On
THE LAST MILE HOME
LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

WHERE ARE
YOU BLUE EYES?
Russ Morgan - Decca 24819
Merrie Musette - Victor 25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

My Heart Goes With You
by Thomas G. Meehan
—◆ ◆—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A
Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 52 NEW YORK, MONDAY, DECEMBER 19, 1949 TEN CENTS

COSTS OF NATIONWIDE TV ESTIMATED

Newscasts Rate High In Local WOR Survey

News broadcasts now attract more people than during World War II, a WOR survey of average ratings for major radio station news programs during the past eight years in New York has revealed. Pulse ratings for October and November from 1942 to 1949 were used as a basis by the WOR research department.

More people listen to more news on major New York stations than during the early part of the war, the average news program is heard by more families now than in any October and November in the past four

(Continued on Page 4)

Miles Buys Two More; One On ABC, One MBS

Miles Laboratories, of Elkhart, Ind., through Wade Advertising Agency, has purchased two more network segments, one on ABC and the other on MBS, each to be heard five times weekly, Monday through Friday.

For Alka-Seltzer and One-A-Day Vitamins the company has signed for joint sponsorship of Edwin C. Hill's newscasts on the American

(Continued on Page 2)

New Advertising Staff Of Lever Bros. Announced

Lever Brothers' advertising department organization, following the company's move to New York, has been announced by James A. Barnett, v-p in charge of advertising.

Michael J. Roche will continue as general advertising manager. David Ketner is brand advertising man-

(Continued on Page 2)

Xmas Spirit

Alice O'Keefe, chief telephone operator at Benton & Bowles, read an account of Xmas preparations being made by patients at Goldwater Memorial Hospital on New York's Welfare Island in a metropolitan newspaper. In a matter of hours she and the other operators raised, via phone, a total of $110 from the agency staff for the good cause.

Thirst Quencher

Using the water shortage in New York as a means to attract attention to his station and its coverage in Louisiana, Willard L. Cobb, general manager of KALB, Alexandria, sent a bottle of water to thirsty New York time buyers and other agency executives. The shipment of bottled water was air expressed to Manhattan and the bottles distributed by the station's New York representatives, Weed and Company.

Trustee In Bankruptcy Factor In FCC Ruling

Washington Bureau of RADIO DAILY

Washington — Lawyers here saw the FCC decision of last week in the case of KWIK, Burbank, Calif., as of great possible meaning in the knotty Don Lee Broadcasting System case. Although the Commission ordered revocation of the KWIK license effective January 8, it said flatly that it sees no objection in principle to the assignment of a

(Continued on Page 8)

Tobacco Company Buys "Dr. I. Q." On ABC Stations

P. Lorillard Co. has been signed by ABC to bankroll "Dr. I.Q." over 52 web stations effective January 4, it was announced on Friday. Program was purchased for 52-weeks in behalf of Embassy cigarettes.

"Dr. I.Q." has been on the air for

(Continued on Page 2)

Faught Co. Releases Video Survey— Reports 1,000-Station System Will Cost $1,740,352,500 Annually

The annual cost of a theoretical nationwide television system comprised of 1,000 stations and 200 satellite transmitters would be $1,740,352,500, according to a study released today by The Faught Company, Inc., business consultants. On this basis, the report states, a total

(Continued on Page 7)

Special Campaign Set For DeMille Picture

A radio and television spot promotion campaign is being planned in behalf of Cecil B. DeMille's "Samson and Delilah" when it is introduced nationally next month.

The world premiere of the Bible epic will be held on December 21st in New York and Hollywood with Paramount sponsoring a broadcast of the festivities attendant to the first night over WOR and Mutual from

(Continued on Page 2)

Alexander Comm. Head For Tele 'Town Meetings'

Washington Bureau of RADIO DAILY

Washington — RMA announced Friday the formation of a new industry group to be composed of both RMA members and non-members companies, to develop further plans for educational "town meet-

(Continued on Page 4)

Radio Weather Service Planned By Auto Club

Weather and traffic reports for motorists in the Metropolitan area will be broadcast this winter by nine radio stations and two TV outlets in cooperation with the Auto

(Continued on Page 2)

Defends Radio Role In Harvard Speech

Cambridge, Mass. — "The things that are wrong with radio are direct reflections of certain defects in the American way of life," said H. V. Kaltenborn at a Harvard Law School Forum on Friday night. Norman Corwin, Quincy Howe, and James Fly also took part in the discussion which posed the question "What's wrong with American Radio?"

The commentator cited "too much

(Continued on Page 4)

WSB Gives Fax Station To Southern University

Atlanta — WSB has presented a $13,000 twin - scanner Faximile transmitter to Emory University. The university journalism head, Dr. R. B. Nixon, says the equipment will be used to demonstrate the

(Continued on Page 2)

New Labor Act Will Benefit Broadcasters, Says Doherty

Washington Bureau of RADIO DAILY

Washington—In a statement designed to clarify industry questions regarding application of the new Fair Labor Standards Act, the NAB employer-employe relations director, Richard P. Doherty, said Friday that "largely through the initiative of NAB," broadcasters—stations and networks—"should save many thousands of dollars annually on overtime obligations." He pointed out that a wide range of talent fees is excluded from overtime calculations, and that the new law also permits employment of minors in radio and television.

Doherty pointed out that "an amendment to Section 7(D) of the Fair Labor Standards Act of 1938 dealing with the calculation of the 'regular rate' of pay, specifically mentions that 'talent fees . . . paid

(Continued on Page 8)

Rescue Service

Syracuse, N. Y.—A listener's tip, telephoned to radio WSYR, led State Police and National Guard officials to the wreckage of a missing P-47 fighter plane some 43 miles south of the city this week. The listener, whose farm is located a short distance from the patch of woods where the wreckage was found, heard WSYR tell of the missing plane.

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
612 N. Michigan Ave.
Phone: SUperior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(December 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/8	8 3/4	8 7/8	...
Admiral Corp.	17 5/8	17 1/4	17 3/8	— 3/8
Am. Tel. & Tel.	146 5/8	146 1/2	146 5/8	+ 1/8
CBS A	28 1/4	27 3/4	27 3/4	— 3/8
CBS B	28	28	28	...
Philco	32 7/8	32 5/8	32 5/8	...
Philco pfd.	82 1/2	82	82 1/2	+ 1 1/2
RCA Common	12 3/4	12 3/8	12 3/8	— 1/4
Stewart-Warner	12 3/8	12 3/8	12 3/8	+ 1/8
Westinghouse	31 7/8	31 1/2	31 3/4	— 1/8
Westinghouse pfd.	102 3/4	102 1/2	102 3/4	— 1/8
Zenith Radio	31 7/8	31 1/2	31 5/8	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 5/8	16 3/8	— 1/8
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	19 3/4	20 3/4
Stromberg-Carlson	10 3/4	12
WCAO (Baltimore)	17	20
WJR (Detroit)	7 3/8	8 1/4

Radio Weather Service Planned By Auto Club

(Continued from Page 1)

Club of New York, it was announced yesterday. The auto club has arranged to check road conditions with highway police, tunnel officials and others in the area and supply the bulletins to the broadcasters.

This year field reporters equipped with two-way radios will roam the area and supply special information. The system will function during the holidays and when weather conditions are bad.

The radio line-up includes WCBS, WNBC, WOR, WJZ, WNEW, WMCA, WQXR, WMGM, and WINS. The television stations are WABD and WPIX.

☆ COMING AND GOING ☆

H. V. KALTENBORN, commentator on NBC, is in Cambridge revisiting his Alma Mater, Harvard University. Yesterday he addressed the Free Enterprise Society on the subject, "Our Divided World."

MURRAY S. LEVINE, president and founder of the New York Committee on Atomic Information, tomorrow will leave for Florida to be interviewed on stations in Miami and Miami Beach.

FRANK NOVAK, creator of Goodyear's "Hook 'n' Ladder Follies" in 1945 and the present simulcast, "Main Street Follies," off by plane for Toledo, Ohio, where next Friday he'll supervise a full-hour program over Mutual sponsored by the Leader Department Stores.

DON SYLVIO, orchstra leader, is back from Chicago and has resumed his baton work at Bill Bertolotti's.

MARY C. WILSON, of the "Meet Mary" program on WTTM, Trenton, N. J., is back at the station following a two-week trip through the Scandinavian countries.

CHET HUNTLEY, West Coast newscaster for CBS, is back in Hollywood following a six-week tour of Europe.

KEN MURRAY, starrted on CBS-TV, has left for the West Coast to spend the Christmas holidays. He'll be back Dec. 29 in time to make final arrangements for his new video series, which is scheduled to make its bow Jan. 7.

A. F. MARTIN, JR., general manager of WKPT, affiliate of NBC in Kingsport, Tenn., was in conference yesterday with station relations executives of the web.

ARTHUR WHITNEY, staff writer for the Herb Sheldon show on ABC, off by plane for Miami, where he'll spend the week-end. He wrote the show ahead for this period.

STERLING FISHER, manager of the public affairs and education department at NBC, on Monday will be in Louisville, Ky., to attend the University of Louisville's conference on Home-Study-Education-By-Radio courses, which are conducted in conjunction with NBC programs.

Miles Buys Two More; One On ABC, One MBS

(Continued from Page 1)

network from 7-7:05 p.m., starting Jan. 2.

Additionally, the firm has bought on the Mutual network the last 15-minutes of the "Ladies Fair" program presided over by Tom Moore. The half-hour show is heard from 2-2:30 p.m. Approximately 410 Mutual stations will be used, starting on or about Feb. 6. The Miles product to be advertised on this program has not yet been chosen.

Special Campaign Set For DeMille's Picture

(Continued from Page 1)

8:00 to 8:30 p.m. WABD in New York will televise the opening of the picture.

The movie will be shown nationally after January 20 in more than 20 cities with radio spots and 30-second TV trailers being run in the areas. The agency handling the promotion is Buchanan & Co., Inc.

Jones Leaves Agency; Keck Takes His Post

Chicago—William E. Jones, director of radio and television at Henri, Hurst & McDonald, Inc., in Chicago, for the past six years, has resigned effective Dec. 31, to operate as an independent program package producer and consultant in radio and television with headquarters in Chicago.

His successor will be John Scott Keck who has been associated with NBC for several years. Keck, Recording Manager of NBC, also functions in several other capacities for the network, particularly as a radio director for several advertising agencies including many agency radio departments not prepared to meet the creative needs of their clients. He will officially begin heading up the radio and television department of HH&McD on Jan. 3.

New Advertising Staff Of Lever Bros. Announced

(Continued from Page 1)

ager for Surf, Lifebuoy and Swan while Paul Laidley, Jr. will be an assistant for these brands. George B. Smith will be brand advertising manager for Rinso, Spray and Breeze with William Scully as the assistant for the accounts. Howard Bloomquist is the brand advertising manager for Lux Toilet Soap, Lux Flakes and Silver Dust. Stephen Witham is assistant manager.

George T. Duram is media director and is assisted by John P. Doyle and Richard Dube. John R. Allen fills the new post of television manager.

The department is temporarily located at 80 Varick Street pending completion of the new Lever Building in New York.

WSB Gives Fax Station To Southern University

(Continued from Page 1)

medium to students and to experiment with the transmission of various type-faces. The presentation was made by John M. Outler, Jr., station general manager.

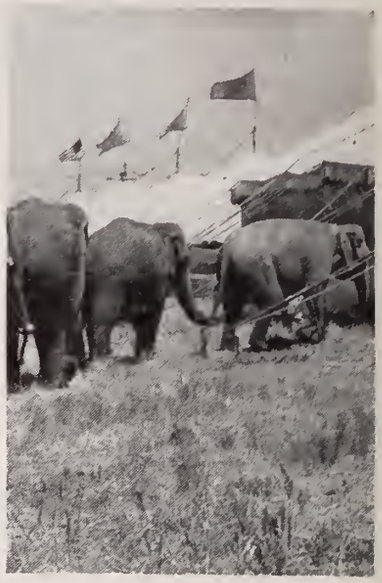
Tobacco Company Buys "Dr. I. Q." On ABC Stations

(Continued from Page 1)

11 years with Lew Valentine starred in the title role. Program time is 8 to 8:30 p.m., Wednesdays. Agency is Geyer, Newell & Ganger, Inc.

SESAC Plays Santa

SESAC, Inc. for the last month has been sending as a special Christmas gift to all of their subscribers, bonus releases to build up substantially the number of tunes in the SESAC Library. The last of these bonus shipments go out this week which will bring up every subscriber to more than 2,500 numbers at the present time.



They work for peanuts

Always a big attraction at the circus are the performing elephants. But they do a lot of hard work for their owners, too. And they do it all for peanuts.

Sounds like a story about W-I-T-H. It's a big attraction for listeners and advertisers in the rich Baltimore market. And W-I-T-H works for you like a Trojan—for peanuts!

Yes, for very *little* money you can do real *big* things on W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

So, if you want to make your advertising dollar go far in Baltimore, buy W-I-T-H. Your Headley-Reed man will gladly give you the whole story.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

Effective January 1, 1950

IT'S KOOL

THE Gene Autry STATION IN PHOENIX

with

ALL THE HOTTEST HOOPERATED PROGRAMS

CBS

bringing

you a Loyal Audience that annually spends more than **HALF A BILLION DOLLARS** in KOOL's retail area.



5,000 WATTS DAY AND NIGHT 960 KCs

Key Station of the Radio Network of Arizona.

KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's richest area comprising 75% of the State's population.

NATIONAL REPRESENTATIVES
George P. Hollingberry Co.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

Newscasts Rate High In Local WOR Survey

(Continued from Page 1)

years and the average rating for all 15-minute newscasts currently tops the average for comparable months in all the war years, according to the survey.

The survey made in the two-month period included only 15-minute newscasts aired by the four major New York stations and omitted commentators. Average ratings for quarter-hour newscasts were 19 per cent higher in 1949 than in 1942, the survey showed. Because of the increase in radio families, the research department said, ratings of 1946 were even lower when compared to those of 1949.

The survey showed WOR as "New York's most listened-to station for news" attracting 44 per cent of the total audience listening to major-station newscasts in New York.

Alexander Comm. Head For Tele 'Town Meetings'

(Continued from Page 1)

ings" of television dealers. At a meeting in Chicago last week. Chairman George M. Gardner, of the RMA's set division, appointed representatives from nine leading companies to constitute a new planning committee for the proposed "town meetings" of television dealers.

A. T. Alexander, of Motorola, chairman of the RMA's service committee, was named chairman of the new committee. Companies to be represented on the committee by executives of the sales, advertising, accounting and service departments include the following: Admiral, DuMont, Emerson, General Electric, Motorola, Philco, RCA, Stromberg - Carlson and Zenith. Chairman Stanley H. Manson of the RMA's advertising committee, also will be a member.

Original plans for the television dealers' meetings, prepared by the RMA "town meetings" committee with the aid of Howard Browning, committee consultant, proposed TV distributor-dealer meetings in 60 principal cities for presentation of four 20-minute films on major subjects to assist dealers. The new industry committee will further study these plans toward development of a more definite program underwritten by set manufacturers in cooperation with distributors.

A meeting of the new planning committee within the next few weeks is planned.

Texas Snow Storm

A flurry of Texas "snow" scattered in a publicity release from "San Antonio's Santa Claus Station." KITE temporarily blocks traffic on agency desks. The item gives the reader a view of Santa's activities on his way to San Antonio as covered by KITE, in addition to the simulated snow.



Man About Manhattan. . .

● ● ● WEEK-END CUFF NOTES: Watch for a new commercial switch next spring when radio stations begin plugging their programs via TV. . . . FCC is already receiving squawks about New York having so many top-powered stations. (Complaints from station ops in N. J., and Conn.) . . . Kay Roberts no longer with Mildred Fenton and operating on her own now. (Aside from handling top personalities, Kay is also working with the Finnish government on a series of radio and TV shows depicting the life and times of the people of Finland). . . . Radio Mirror's "What's New From Coast to Coast" col'm now being penned by Marie Haller. . . . Dick Linke left Sammy Kaye to go into the publicity biz on his own. . . . Aside to Cathy Mastice: Didja know that the Shiek Abdullah, Prime Minister of Kashmir, made the Music Hall one of his first stops here just to catch your warbling? . . . Ditto to Henry Morgan and Don Ameche: The Morgan the Merrier sounds like a natural for television. . . . According to Hert Stein, a virus is simply a common cold handled by MCA.

☆ ☆ ☆ ☆

● ● ● Nat Abramson, pioneer in booking cruise entertainment for 25 years or more, has fallen for his own ballyhoo, it seems, about those wonderful 17-day West Indies cruises handled the Holland Line. Nat hopped aboard the Nieuw Amsterdam Sat. nite with a fisttul of top radio personalities, among them Georgie Price and Sid Gary, for a holiday jaunt down among those romantc moonlit isles, as the travel folders put it.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes "A Regular Reader." "Just want to get something off my chest that's been there for a long time. Nothing serious, mind you. Just that it gripes me when a good show turns a little bad when it latches onto a sponsor. I'm thinking specifically of 'Life With Luigi.' Used to be just about perfect from every angle, but with a sponsor just around the corner, what happens? In a word, the whole thing is jazzed up. Everybody tries to please more than ever—especially the audience. Poor Luigi can't so much as open his mouth, but the over-obliging audience is rolling in the aisles. Sounds phoney to me and detracts from the essential humor of the sketch. Another example is 'Duffy's Tavern.' As a sustainer, it was terrific because it was unpretentious. Came the sponsor, and all of a sudden we heard the 'Tavern' ushered in with a full-size orchestra. Again, everybody tried too hard. I'm not blaming the sponsor. If the show proved itself to be good enough to buy, I should think the sponsor would be content to see it continue along the same lines. Maybe the producer is to blame. With the extra dough, he thinks it's necessary to glamorize the show with more brass, more oomph, more audience-response. In a word, it seems to me that when a program is in the sustainer stage, emphasis is on originality and workman-like showmanship. Sponsored, it becomes forced into the conventional glittery showcase, which is too bad. Thanks for listening."

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● ● ● The U. S. Coast Guard will present an all-star variety Christmas show on CBS (10:30 p.m.) tomorrow nite, with Robert Q. Lewis as emcee. Other stars who will appear are Peggy Ann Garner, Earl Wrightson and Francey Lane. The 29-piece Coast Guard Academy band and the Cadet Glee Club will be featured under the direction of Warrant Officer George H. Jenks. Program also marks the 20th ann'y of the founding of the present site of the Coast Guard Academy located in New London, Conn. Show will be produced by Geo. F. Foley, Jr., and directed by James Lister.

Defends Radio Role In Harvard Speech

(Continued from Page 1)

material emphasis, too little time to do things well, too much concern with easy popularity and quick results" as examples of the defects. However, Kaltenborn said there are many more good things on the air than people realize.



KALTENBORN

"The war did a lot to help radio grow up," he continued. "It was faced with serious responsibilities and measured up to them. Radio did a patriotic job, a conscientious job, and sometimes a distinguished job."

"Much of the current criticism of radio programs is ineffective because it lacks discrimination or is totally unfair," he pointed out. Kaltenborn asked why people shouldn't be more discriminating in choosing what they wanted to hear rather than turning their set on at any time.

As for FCC regulation of stations, Kaltenborn said "I would always rather have a regulatory body do too little than too much." He added that under radio law "radio stations have a definite obligation to the public."

Television has taken the place of radio as the "whipping boy" and people are less critical of radio now, Kaltenborn said. As for the future of radio, he commented that "radio is considered by many as a dying or an obsolescent medium. Personally, I don't agree."

Kaltenborn spent two days at his alma mater and in addition to the discussion, addressed The Free Enterprise Society at Harvard on Thursday evening.

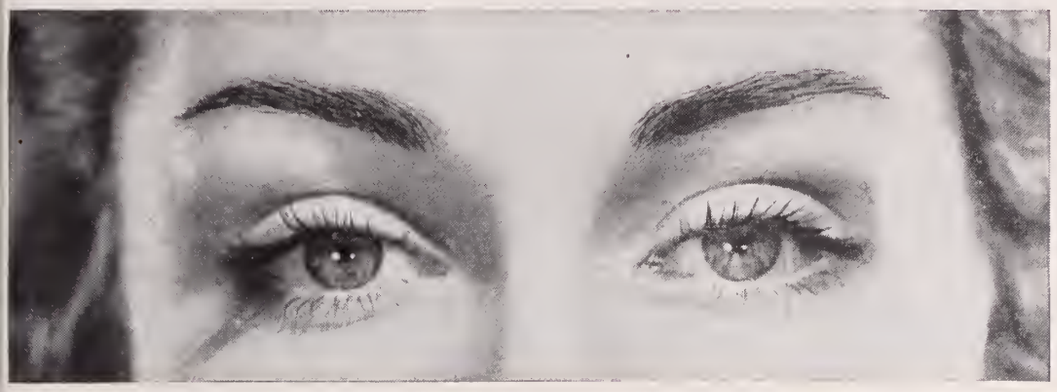
Derr Gets New Post In CBS Sports Dept.

John Derr has been named associate director of sports for CBS effective Jan. 1., Davidson Taylor CBS vee-pee, announced on Wednesday. Derr has been assistant to CBS sports director Red Barber since April, 1947.

Derr's newly created position calls for his giving up broadcast camera direction for which he was previously responsible but he will continue supervisory work with all kinds of radio and TV sports programs.

Taylor said that Derr's appointment "is another result of the recent integration of CBS radio and TV public affairs" and pointed out that the web's activities in these fields called for a full time administrator to handle the increased operational duties.

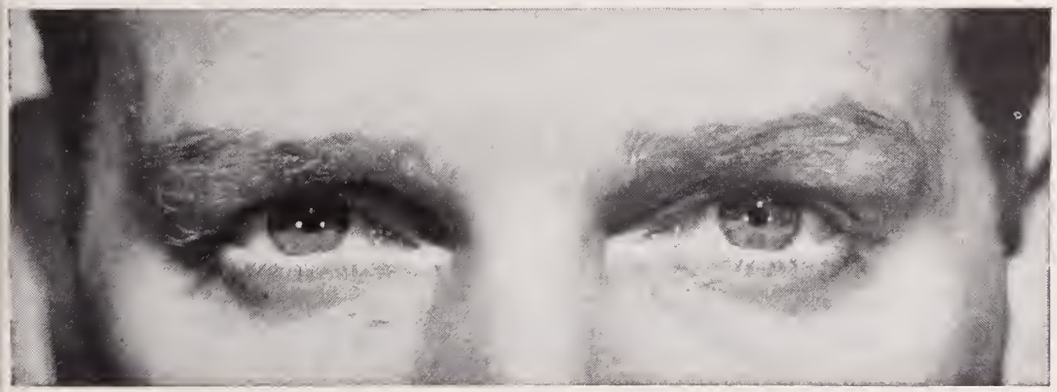
How will they look to YOU a few years from now?



Your wife's eyes: What will you read in hers when she asks whether you can afford that modest cottage that's for sale?



Your boy's eyes: What will you see in his eyes the day he asks whether you can afford to send him to college?



Your own eyes: What will the mirror tell you about them when it's time to retire, and take things easier?

There's no better time than right now to sit back and think what *you* will see in your family's eyes a few years from now.

Whether they glow with happiness or turn aside with disappointment depends, to a very large extent, upon what you do *now*.

So plan *now* for that home you plan to buy eventually . . . set aside money *now* for his college education . . . plan *now* for the day you can retire.

Decide now to put part of your salary, week after week, year after year in U. S. Savings Bonds, so that you will have the money for the *important* things you and your family want.

Insure your future by signing up on the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you have a checking account. Chances are you won't miss the money now, but you certainly will a few short years from now if you haven't got it!!

P. S. Remember, too, that every $3 you invest now in U. S. Savings Bonds returns $4 to you in just ten short years.

Automatic saving is sure saving — U.S. SAVINGS BONDS

THIS SPACE CONTRIBUTED BY RADIO DAILY

AGENCIES

MARFREE ADVERTISING CORPORATION has just been engaged by the following companies as radio advertising agency; Dean Ross Piano Course, New York City; The House of Goddard, Chicago; Midway Radio, Kearney, Neb.; Foto Magic Co., Chicago; Salvit Corporation, Jersey City, N. J.; Galgano Distributors, Chicago, and Mercury Life and Health Co., San Antonio, Texas. Account executive for House of Goddard, Galgano is Alvin Eicoff of the Marfree Chicago office. The account executive of the other accounts is Barnett Friedenberg of the New York office.

ANTARA PRODUCTS of General Aniline & Film Corporation, have appointed R. T. O'Connell Company to handle the advertising of their bulk detergents, Carbonyl Iron Powders and Chat.

PRECISION FILM LABORATORIES, INC. New York, have appointed J. M. Hickerson Inc. to handle advertising and publicity, effective January 1, 1950.

WNEB, WORCESTER, MASS., is now represented by The Bolling Company, Inc., New York, Chicago, Hollywood and San Francisco. WNEB, a full-time independent, has been on the air since December 16, 1946.

NEIL O'BRIEN is joining the Radio-television commercial division of the copy department, Kenyon & Eckhardt, Inc. For the last six years, he has been an independent movie writer and producer and, prior to that, was associated with Ruthrauff & Ryan in their radio commercial and production departments.

GEORGE A. VOLZ, account executive, has been elected a vice-president of Gardner Advertising Company, St. Louis, by Gardner's board of directors. Announcement of the election was made by Elmer G. Marshutz, president of Gardner.

HENRI, HURST & McDONALD, INC., Chicago, on January 3 will officially open new offices in the La-Salle-Wacker Building at 121 West Wacker Drive. The agency will occupy the entire 24th, 34th and 35th floors.

THE DIAMOND MOTTO CO., Lexington, Ky., has appointed Associated Advertising Agency Inc., Dixie Terminal Bldg., Cincinnati, Ohio, as advertising counsel. "P.I." radio and television and mail order magazines will be used.

For Jingle-Cartoon
TV SPOTS
Call
KISSINGER
PRODUCTIONS
JU 6-5572 1650 B'way, N. Y. C.

★ THE WEEK IN RADIO ★

Baseball In Spotlight....

By BILL SILAG

MAJOR league baseball's realignment of broadcast policy will not affect broadcast of major league games except to prohibit airing of major league games in minor league towns only while professional ball games are in progress in those towns. Actually, the new policy, arrived at in conference with a U. S. Department of Justice decision, will probably increase the number of hours devoted to baseball play-by-play descriptions via the airwaves. The Justice Department decision affects both AM and FM but not TV.

The National League's decision to let individual clubs in the league make their own deals for transmitting major league games in minor league towns, knocked into a cocked hat "exclusive" proposals which had been advanced to organized baseball by major networks. Mutual is known to have offered such a proposal and other webs were also said to have been negotiating.

David Sarnoff, RCA chairman of the board, stressed radio's role in the "struggle for peace" in a speech before the UN and Byron Price, ex-chief of the Office of War Censorship, turned down President Truman's offer of an assistant secretariet in the State Department.

Robert Kintner, ABC vee-pee, unloaded 20 per cent of his ABC stock, a total of 12,000 shares. . . . Pat Weaver, NBC veep in charge of TV, was named chairman of the advisory committee of the American Heart Association's 1950 Campaign. . . . Harold Fair was appointed program director of WHAS, Louisville . . . and Charlie McCarthy led Pacific Coast Hooperatings with 35.9.

The Supreme Court indicated that the FCC needed more power in its (the Court's) discussion of the WGST case and prospects were said to be for a much sterner administration of the Communications Act. Meanwhile, during the week, the FCC heard arguments on a petition by Hogan Laboratories, Inc. to amend FCC rules governing facsimile transmission and refused a WJZ, New York, request to remove KOB, Albuquerque, from the 770 kc. band. The Commission also decided to set a complete photovision hearing for next month.

Twenty-two CBC stations contracted with the Wm. Wrigley Jr. Co. Ltd. to air a 13-week test of the "Cisco Kid." . . . Hudson Motor Car Co. signed for spot plugs for the new Hudson Pacemaker over 800 sations. . . . V.I.P., Inc. announced a radio package exchange, sans talent, for local stations . . . and Elliott Roosevelt and Morgan Jones formed an AM-TV package firm in New York.

McCann-Erickson, Inc. appointed four women vee-pees in one fell swoop. . . . Columbia Records, Inc. named Jeff Wilson to be general sales manager and Ken McAllister as director of advertising . . . and Eldon Park, Crosley vice-president, died.

The ILGWU appealed to the FCC for permission to buy WINS, New York, in the interest of "better public service. Generoso Pope had asked the Commission for permission to convert the 50,000 watt indie to a foreign language station and to change Generoso owned WHOM to an English language operation. Pope's offer of $512,000 for WINS was matched by the garment workers.

CBS signed up more than $14,000,000 in year-end renewals and new programming to commence immediately following Jan. 1. . . . Philco announced that earnings in the last three months of the year are expected to surpass total earnings for the first nine months . . . and the $350,000 Pillsbury promotion of its Grand National Recipe contest was adjudged a "tremendous success."

President Truman was scheduled to address the nation over major webs on Xmas Eve. . . . Lee Bland was appointed WCCO, Minneapolis-St. Paul, program chief . . . and Lewis H. Avery was elected prexy of the National Association of Radio Station Representatives while T. F. Flannigan was chosen to succeed himself as managing director of the spot sales organization.

The Capital Broadcasting Co., recent purchasers of WOL and WOL-FM, sold WWDC and WWDC-FM to the Peoples Broadcasting Co. of Columbus, Ohio, for a reported $125,000 subject to the approval of the FCC, and Mutual's board of directors met in Chicago to discuss, among other things, the formation of a TV network.

The Advertising Council's Board of Directors, also meeting in Chicago, urged a stepped-up program of public enlightenment by business. . . . Don Lee picked up KOY, Phoenix; KTUC, Tucson; and KSUN, Bisbee, Ariz., all of which were recently refused affiliation franchise renewal by CBS . . . and NBC and CBS announced plans for Xmas bonuses to all employees of a year's standing.

Arthur Godfrey swept the Cleveland Plain Dealer's radio popularity poll with three firsts. . . . "Lux Radio Theater" was in top spot in national and Pacific Coast latest Nielsen Ratings. . . . Gillette signed to sponsor back-to-back football bowl games over MBS on New Year's Eve day . . . and WLIB, New York, made a strong bid for Negro audience with scheduling of new, especially directed programs.

Wrong Identification

Walter Kiernan, ABC and WJZ newsman, humorist and early morning disc jockey was erroneously identified in a display photo released by an ABC affiliate as Boris Karloff. Karloff's picture caption was also wrongly identified but he missed being labeled as Kiernan. Kiernan's comment was "and I thought that was a good picture of me."

The Mailbag

Sorry, Mr. Strouse

"Misleading heading on your WWDC story Dec. 15th issue has caused us considerable embarrassment. Story itself is correct, heading incorrect. WWDC's physical facilities sold to Peoples Broadcasting Co. who will use WOL call letter if FCC permits. WWDC will operate with 5,000-watts on 1260, WOL's former spot, our having recently purchased WOL facilities from Cowles. In other words Cowles is out of Washington picture, WWDC increases to 5,000-watts and Peoples probably with WOL call letters takes over 1450."

Ben Strouse,
General Manager, WWDC
Washington, D. C.

Congratulatory Messages Received By KOA, Denver

Congratulatory messages on KOA's 25th anniversary broadcast on Thursday, December 15, kept the station on the air for one-hour-and-a-half past its sign-off time. Announcer Starr Yelland was set to wind up the day's broadcasting at 11:55 p.m. when the deluge started. Phone calls from 24 states came in before the station finally called a halt at 1:30 a.m.

Canada Included

The KOA switchboard was holding six calls during the peak hour as Yelland continued his show. Three cities in Canada and states from coast to coast sent their congratulations.

The first call from Texas came in collect and Yelland told the man he didn't have the authority to accept it. Another, from Cuero, Texas, followed immediately. This one was paid for and the man apologized on behalf of the Lone Star state, saying that Texans had enough money to pay for their own calls.

Ohio 'U' FM Station Gets FCC Approval

Columbus, Ohio—The operation of a 14-kw FM station at Ohio State University has been approved by the FCC, it was announced by Robert C. Higgy, director of WOSU, the university's 5-kw AM voice. The station will operate on a frequency of 89.7 megacycles and will duplicate the AM station's programs. Higgy says an extention of the sign-off time from the present 6:15 p.m. close to 7:30 p.m. is contemplated in January.

30 SECONDS COMM'L SPECIALIST
Adv. Mgr. to buy time, write comm'ls for mail & phone response.
Box #293
RADIO DAILY
1501 Broadway, N.Y.C.

TELEVISION DAILY

Section of RADIO DAILY, Monday, December 19, 1949 — TELEVISION DAILY is fully protected by register and copyright

COSTS OF NATIONWIDE TV STUDIED

TELE TOPICS

SIX DISTINGUISHED GENTLEMEN, all with responsible positions in the field, spoke very frankly about programming and production at the ATS meet last week. What they had to say is not new. Each of them has expressed the same ideas many times in the past and similar thoughts have been put into print by virtually every reviewer in the business. But the problems they discussed are so important that they should be constantly repeated until they are eliminated. In essence, the six speakers agreed that a good script is the heart of a program and without this solid foundation all production techniques and tricks have no value. They said also that the writer who can turn out a good video script is a rare specimen and that there is a shortage also of other truly creative personnel. The speakers, all especially qualified, were: Tony Miner and Jerry Danzig, of CBS; Charles Brown, of Masterson, Reddy and Nelson; Jim Caddigan, of DuMont; Burke Crotty, of ABC, and Henry White, of World Video.

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MINER, PRODUCER OF "Studio One" and "The Goldbergs," said that script and the preparation that goes into it constitute the fundamental production problem. "The script itself will impose what you use or don't use" in the way of production effects, he said, adding that TV writing is perhaps the most difficult of all. . . . White, president of the package house that produces the Peabody Award winner, "Actors Studio," said, "We're absolutely at the bottom of the barrel for writers." There is a constant search for new writers going on, he said, and if they are not found, TV will make the same mistakes as radio and the movies. White introduced what was to become a recurrent note in the discussion when he said that TV must develop inexpensive program formulas or else it would "run out of sponsors." The industry, he added, must attract those advertisers with budgets in the million dollar or under class.

•

CROTTY SAID THAT the major problem today is a "lack of imagination," citing the innumerable carbon copies of every successful show. There are too many "mechanics" in the field, he said, and not enough creative directors, defining a "mechanic" as one who can direct cameras but not people. . . . To help beat the script problem, Caddigan said, DuM has created teams of writers and directors working together on a show. Pointing to his web's daytime shows, he said that good programming has been developed at a reasonable, saleable cost. . . . Brown urged that creative men be paid more and given more importance instead of being moved to exec. jobs.

Analysis By Faught Co. Puts Annual Cost For 1000-Station System At $1,740,352,500; Sees Box-Office TV As Supplementary Service

(Continued from Page 1)

of $80 billion in new business would be necessary to pay the TV bill, calculated on the percentage of total dollars spent on advertising in 1948 —2.1 per cent.

The 101-page report, written by Dr. Millard C. Faught, does not hold that TV will substantially reduce ad budgets for other media in the long run. "If television really justifies itself as an advertising medium," it states, "it should so add to the total national income as to stimulate more new advertising dollars than it will steal from other media."

Conclusions Itemized

Other conclusions in the study include:

(1) "The inexorable laws of profit and loss, rather than potential usefulness will set the iron curtains of limitations on television's future if it follows the pattern of radio.

(2) "Only a small portion of TV's total potentialities will be realized if the ecomomics of advertising must alone shoulder the heavy costs involved.

(3) "In the desperate effort to overcome these costs, compromises in programming and elsewhere will force television to reach a level of inadequate mediocrity, as compared to its potentialities.

(4) "The FCC may ultimately force the telecasting industry to provide rural area coverage as a public service obligation in return for licenses in the more profitable metropolitan centers.

(5) "As part of the 'cost compromising' radio stations and television stations will combine and operate as combination radio-video stations.

(6) "The pressure will steadily intensify to find other sources of revenue to help advertising bring television to its ultimate fruition."

Faught contends that a system of box-office TV, "besides building bigger audiences and thus heightening TV's advertising uses," has several advantages. Such a supplementary system, he said:

Says Hollywood Would Benefit

"Would enable Hollywood to increase its own box office take from the movies by one million dollars per day, plus another half million per day of income to the television transmitting stations and the telephone companies.

"Would make possible '$25,000.000 gates' for such sports spectaculars as the World Series, the Rose Bowl, the Kentucky Derby, etc.

"Would offer a potential new solution to the 'tuition crisis' in our colleges and universities by taking up where the correspondence school's leave off in selling almost every kind of education via television.

"And possibly even bring church services to folks who can't seem to get up and dressed early enough on Sunday morning."

October Tube Sales Up 100%; Large-Picture Trend Strong

Washington Bureau of RADIO DAILY

Washington — October sales of cathode-ray tubes for TV receivers increased more than 100 per cent over the sales average for the third quarter of 1949, RMA revealed on Friday.

October report marks a change from quarterly to monthly compilations of TV picture tube sales by the RMA tube division. October sales of television receiver-type cathode-ray tubes totalled 456,375 units valued at $11,719,674, compared with a third quarter monthly average of 216,274 units valued at $5,718,150, or increases of 111 and 105 per cent, respectively.

The trend toward larger picture screens was further emphasized as it was reported that more than 48 per cent of tubes sold to equipment manufacturers were 12 through 13.9 inches in size; tubes nine through 11.9 inches accounted for 30.8 per cent of the total and tubes above 14 inches for 17 per cent. Tubes smaller than six inches and six-through-8.9 inches amounted to only 3.4 per cent. Projection-type cathode-ray tubes represented .02 per cent of October sales.

TV receiver-type cathode-ray tube sales totalled 2,585,585 units and $73,959,136 during the first 10 months of this year with 2,423,589 units and $69,352,495 representing sales to set manufacturers in the period. Sales of all other types of cathode-ray tubes, including oscillographs, camera pick-up, etc., amounted to 5,880 units valued at $318,509 in October, according to RMA.

Magnavox In Plunge To Air Holiday Film

Magnavox will make its initial use of TV time on Christmas when it sponsors a 30-minute filmed version of Dickens' "A Christmas Carol" on 22 stations across the country. Campaign is being handled by the Maxon agency.

Produced by Mike Stokey and Bernie Ebert and filmed at the Jerry Fairbanks studios in Hollywood, program features Vincent Price as narrator, and Taylor Holmes as Scrooge, with a cast of eighteen.

In nearly all of the 22 cities, the film will be carried on Christmas Day in the afternoon or evening.

Kine Repeat Planned Of Thanksgiving Show

Chicago—The Elgin American Division of the Illinois Watch Case Company will sponsor a kinescope recording of their all-star one and a half-hour Thanksgiving Day show over 14 NBC television stations. The show will be aired this week over a non-interconnected web.

Program, which was aired live originally, features Milton Berle, the Ritz Brothers, Frances Langford, Phil Regan and emcee George Jessel. Max Liebman produced the program.

Gene Hoge, NBC midwest sales manager, announced the unique deal here. Agency is Weiss & Geller.

BBD&O Named Agency For Luckies TV Account

American Tobacco Co. announced Friday that N. W. Ayer & Son has withdrawn as agency for Lucky Strike TV advertising and that the account has been switched to BBD&O, which handles all other media for the brand. As previously reported in RADIO DAILY, BBD&O's first show for Luckies will be an hour-long dramatic series with Robert Montgomery.

Morse Joins WOIC

Washington — Appointment of Joseph C. Morse as art director of WOIC was announced yesterday by program manager James S. McMurry. Morse formerly was with Creative Arts, a commercial art studio, the Washington Daily News, and the State Department.

Labor Act To Benefit Industry—Doherty

(Continued from Page 1)

to performers, including announcers, on radio and television programs' are excluded from the average hourly earnings upon which overtime is based.

Overtime Exclusions Listed

"Section 7(D) as amended, also excludes from overtime calculations such forms of compensation as: (1) sums paid as gifts at Christmas time, or on other special occasions, as a reward for service; (2) payments for periods when no work is performed due to vacations, holidays, sickness, etc.; (3) payments made pursuant to a *bona fide* profit-sharing plan; (4) contributions made by employers to certain types of health and welfare funds; (5) extra compensation provided by a premium rate for work outside of an employee's regular working hours and for work on holidays or on the sixth and/or seventh day of the work week.

"This process of specifically defining the terms, 'talent fees' and 'performers' is already under way. It is expected that the final definitions of the terms which will be handed down by the Wage and Hour Administration before the law becomes effective on January 25, 1950, will satisfactorily apply to the majority of broadcasters' overtime problems in so far as talent fees are concerned. If this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of wage-hour regulations to these overtime problems.

"The Wage and Hour Administrator recently has issued tentative regulations which also afford substantially broader exemption coverage for broadcast personnel. Under these proposed yardsticks, the administrator would regard sportscasting, master of ceremonies work, man - on - the - street interviewing, farm, fashion and home economics broadcasting, special events broadcasting and similar types of announcing, as professional work. This is especially true where the element of 'ad lib' or creative broadcasting is involved.

"Also affecting some broadcasters, especially in rural areas, will be the new 75 cents per hour minimum which becomes effective on January 25, 1950. After this date, all non-exempt employees must be compensated at a rate not less than this statutory minimum. Furthermore, all non-exempt employees must continue to be paid overtime after 40 hours per week, at the rate of time and one half the regular rate of pay.

Includes Part-Time Employees

"This applies to all radio station personnel including part-time employees. The only exception involves messengers, learners and handicapped employees. But in regard to these classifications, they may be paid less than the statutory minimum only on receipt of a special certificate from the administrator or some other duly qualified authority.

"NAB is currently preparing a guide manual for all members, covering the application of the new wage-hour provisions, and the new professional regulations of the administrator, to the common prevailing problems of broadcasters. This guide manual will be made available to NAB members during the month of January."

California Commentary

By ALLEN KUSHNER

Hollywood

● ● ● Jack Bailey opens 1950 headlining three shows, "Comedy of Errors," which opens Christmas Eve on Mutual; a teevee version of "Queen for a Day," beginning a test run on Los Angeles' KTSL, January 5th, and his five-a-week Mutual "Queen" show. . . . Within two weeks CBS will audition an air-show created by Cy Howard and Parke Levy titled the Professor and Mrs. O'Reilly, starring Hans Conreid and Gloria Gordon. Howard will produce and Levy will direct and edit. . . . John Brown has been signed as a regular on the Fanny Brice show, playing Mr. Weemish. . . . Curt Massey, CBS singing star, may have his own teevee show shortly after the first of the year. He auditioned this week with Country Washburne's orchestra for one of the country's largest auto companies. . . . Carlton E. Morse's "One Man's Family" has been picked up for an additional stanza on NBC marking the 70th renewal of contract option since the airer made its debut on the network 17½ years ago. Show is heard on the west coast every Sunday at 12 noon. . . . Jimmy Wakely plays the Coliseum, Fort Worth, New Year's Eve and on Jan. 1 will appear at the Sportsatorium at Dallas. Wakely will then leave on an Eastern good-will tour for Capital records during which he will appear at record stores and on disc jockey shows. . . . Frank DeVol and his orchestra will make a coast-to-coast vaude and concert tour next summer, playing Chicago, Boston, Philadelphia, Baltimore, etc. teeing off in Dallas in July. . . . Tommy Dorsey has gone back to New York to make records for RCA Victor and transcriptions for Standard before taking his annual Christmas vacation. His TV plans are very hush-hush. . . . Burl Ives is cutting a series of transcriptions for the January March of Dimes Campaign. . . . Teddy Hart is shopping for a big-name comedy femme to play opposite him in the domestic comedies television series he will produce.

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● ● ● J. Carrol Naish, star of "Life With Luigi" is vacationing in Palm Springs while "Annie Get Your Gun," MGM picture is closed down due to the illness of Betty Hutton. Naish comes in to Hollywood on Tuesday when "Luigi" airs over CBS. . . . Bill Boyd "Hopalong Cassidy" and NBC have signed a television deal which saw a million dollars change hands, from NBC's coffers into Boyd's pocket. . . . Jack Carson, appearing in a benefit at Oakland, Calif., raised $28,000 for the Elks Charity Funds. . . . Despite seeming inactivity, there is great commotion behind the scenes between BS and Lum and Abner anent the latter pair's future in television. It now looks as through the rural comics will be first of Hollywood's major radio contingent to break over the traces and go TV in a big way. . . . Peter Potter's annual Popularity Poll is in full sway, and will continue throughout the month. Each year at this time, Pete asks his listeners to select the top band of the year, the most promising band, the top male vocalist, the top female vocalist, the top vocal group, and the top song.

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● ● ● One of the biggest teevee contracts yet drawn up has been signed, sealed and delivered for two motion picture stars. The contract calls for characterizations in 364 television films, 52 a year for seven years. The stars are Duncan Renaldo and Leo Carrillo. Philip N. Krasne, motion picture producer of the Cisco Kid films for United Artists and John Simm of the Frederic Ziv Co., controlling the radio rights to the Cisco Kid stories, extended the contracts to Renaldo, who plays the role of the Cisco Kid, and to Carrillo, who plays the role of side-kick Pancho, on the screen.

Trustee In Bankruptcy Factor In FCC Ruling

(Continued from Page 1)

broadcast license to a trustee in bankruptcy.

In the Don Lee case the FCC must decide whether it can permit the licenses of several stations to be held by trustees. The question is one which has not yet been settled, and it may be that the Commission will find important differences between a trustee in bankruptcy and the trustees in the Don Lee case. In that case the trustees are administering the properties on behalf of the controlling stockholder, who is presently held to be incompetent to assume the responsibilities of a licensee.

The action against KWIK was taken on the ground that important changes in the ownership of the station took place in the past without notice to the Commission as required by law. "There was one, if not two or more, transfers of control of that license prior to the time the license became bankrupt," the Commission said.

The International Ladies Garment Workers Union was seeking the KWIK license and, according to the Commission explanation of its action, could still succeed in its application if, after hearing, the Commission decides the past offenses do not warrant revocation.

Value Of Brand Names Stressed By Speaker

Peoria, Ill. — Brand identification and the practice of advertising were described as the "keynote supporting the whole free enterprise arch" by Henry E. Abt, president of Brand Names Foundation, Inc. at a meeting of the Peoria Advertising and Selling Club.

"Without brand names," Abt continued, "a free, privately owned economic system cannot exist." He said Communists and fellow travelers seem "to see all this so much more clearly than some of you in the advertising field."

"The job of buttressing the system of brands and the preservation of advertising is essential to the preservation of what is left of free enterprise," Abt said. The competition of brands "places competition on the basis of the merchant's service, his display, his good faith, energy and ambition."

SESAC Adds Catalogues

SECAC, Inc., of New York, has added three additional publishers to its roster of affiliates. One is J. M. Cerruti of New York City, and this catalog formerly was known as that of M. V. Cardilli. They publish many standard numbers as well as hundreds of Italian and Neapolitan folk songs with English text and also operatic compositions. The King Music Corporation of New York and I. Podgorski of Philadelphia, Pennsylvania, are also now included in the SESAC lineup.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 53 NEW YORK, TUESDAY, DECEMBER 20, 1949 TEN CENTS

MEXICAN TV DEVELOPMENT APPROVED

Court Test Planned On Transit Radio Issue

Washington Bureau of RADIO DAILY

Washington — A court test was promised yesterday by opponents as the District of Columbia Public Utilities Commission okayed Transit Radio operations here. The street-car and bus listening was termed no barrier to safety in public transportation, in a decision which may have sweeping repercussions in other cities.

"The conclusion is inescapable that radio reception in street cars and busses is not an obstacle to safety of operation," said the PUC.

"Further, it is evident that public

(Continued on Page 6)

Margaret Truman Fanfare Includes ABC Promotion

Margaret Truman's first professional appearance in New York City tonight on ABC's Carnegie Hall series has been marked by an intensive promotion campaign by the network.

Pictures, program announcements, advertising mats, station break announcements and special promotion copy have been prepared under the direction of Ted Oberfelder and sent to ABC affiliates. In addition, a

(Continued on Page 2)

Lever's Pepsodent Div. Reveals Agency Changes

The Pepsodent Division of Lever Brothers has announced that several of its products will be handled by new advertising agencies when it moves from Chicago to the new Lever Brothers headquarters in New York. The switches were made

(Continued on Page 4)

Public Service?

The public address system of Grand Central terminal in New York included in their news announcements yesterday that the Public Service Commission had called a hearing on complaints against the broadcasting of announcements and music in the station. The hearing is set for 10 a.m., on Wednesday at the P.S.C. offices.

New Approach

Washington—Attorney Charles DuVall came up with a new justification for a radio station as he argued before the FCC against an examiner's decision which would deny facilities to the Door County Broadcasting Corporation, Sturgeon Bay, Wis. As the United Press later summarized it, DuVall argued for his client that "Sturgeon Bay needs a local radio station as an aid to its cherry growing industry."

Record Holiday Biz Reported By Dealers

Radio and television set dealers in the New York area report the heaviest sales for any holiday season since the end of World War II with shortages prevailing in some TV table models and in all models of radio receivers, RADIO DAILY learned yesterday following a check of the distributors.

Volume of business in TV receiver sales will increase substan-

(Continued on Page 2)

FCC Minimum-Time Rule Draws FM Stations' Fire

Washington Bureau of RADIO DAILY

Washington — FM broadcasters whose transmitters are apart from their AM parent stations, and whose programming in some cases is separate, registered complaints with the FCC yesterday against the Commission's proposed new minimum hours of operation for FM sta-

(Continued on Page 8)

Government To Permit Private Stations To Telecast Commercially; Three Outlets Planned For Next Year

Mexico City — Commercial development of television has been given the green light by the government of Mexico and before the end of 1950 at least two privately owned TV stations will be in operation in the Mexico City area. The government is granting commercial TV licenses to oper-

(Continued on Page 7)

Nets Make Available Political Air Time

Radio time for reports on the 81st Congress by Republican and Democratic party leaders has been made available by ABC and NBC.

The first of the talks will be delivered by Rep. Clarence Brown, on Friday, December 23 from 10:45 to 11:00 p.m. (EST). Senator Scott Lucas, Democratic majority leader

(Continued on Page 6)

More Than 1,800 Stations In "Democracy Contest"

Washington Bureau of RADIO DAILY

Washington — NAB has revealed that more than 1,800 broadcasting stations—AM, FM and television—took part in the nationwide Voice of Democracy Contest for high school students this year. The contest annually awards four $500 college

(Continued on Page 2)

WOR Stages Xmas Party For City's Hospitalized

Christmas gifts to 4,800 children in the wards of New York city hospitals and to 4,000 mothers of newborn infants were on their way today from WOR and the station's listeners. A party at Bellevue Hospital

(Continued on Page 4)

WINS Sale Will End Most Jobs—Pope, Jr.

WINS employes were told by Gene Pope, Jr., son of the New York publisher, Generoso Pope, that only a handful of them can expect to continue as station employes if FCC approval is given for Pope's purchase of WINS, the FCC was told yesterday. An affidavit filed by Don Goddard and John Bradford told of

(Continued on Page 2)

New CBS Daytime Series For Babbitt Starts Jan. 9

"Nona From Nowhere," a new daytime dramatic series to be heard Monday through Friday on 149 stations of the network will start Jan. 9 under sponsorship of B. T. Babbitt Co., replacing that company's "David Harum" programs. The new series, like the "Harum" programs,

(Continued on Page 2)

New FM Music Service Being Launched By Field

Chicago—Field Enterprises, Inc. operating stations WJJD here and other outlets throughout the country, have organized a new subsidiary called Functional Music, Inc. which will be devoted exclusively to syndicating an FM service to outlets throughout the country, utilizing special signal controlled FM receivers.

Howard Lane, general manager of the Marshall Field Enterprises, in making the announcement here, said that the company's local FM outlet, WFMF, has been testing a plan for almost a year now and it is because of the success of the Chicago trial that it was decided to expand the service into the national field.

Lane said that several large cities have already applied for the franchise for Functional Music in their

(Continued on Page 8)

Back Home

Tulsa, Okla.—Cal Tinney is weaving his homespun philosophy on the airwaves of KRMG. Tinney is heard over the station four times daily on news broadcasts and musical shows. Tinney has previously starred on NBC television, Mutual, ABC and NBC radio shows. He authored the book "Stop Me If You've Heard This One."

RADIO DAILY

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FRANK BURKE : : : : : Editor
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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
612 N. Michigan Ave.
Phone: SUperior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*December* 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8⅞	8¾	8⅞	..
Admiral Corp.	17¾	17½	17½	— ¼
Am. Tel. & Tel.	146⅝	146½	146⅝	..
CBS A	27½	27⅛	27¼	— ⅛
Philco	32½	32	32	— ½
RCA Common	12⅝	12½	12½	..
Stewart-Warner	12½	12	12½	— ⅛
Westinghouse	31¾	31¼	31¼	..
Westinghouse pfd	102	102	102	..
Zenith Radio	31¾	31¾	31¾	— ¼

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14⅝	15⅝
Stromberg-Carlson	11	12¼

Margaret Truman Fanfare Includes ABC Promotion

(Continued from Page 1)

special press conference was held for the President's daughter yesterday afternoon at Carnegie Hall.

The broadcast tonight will include organ music by Nies Berger, organist of the New York Philharmonic Orchestra, selections by the Robert Shaw Chorale, and the orchestra under the direction of Frank Black.

Jack Banner and Ed Grief handled sponsor press relations for the appearance of Miss Truman. American Oil Co., is the sponsor.

AVAILABLE

Chief Engineer's job on aggressive 250 watt Rocky Mountain ABC affiliate opens December 31. Must be combination man and have car. Send disc and photo with complete details in application letter to Box 294, RADIO DAILY, 1501 Broadway, N.Y.C.

WINS Sale Will End Most Jobs—Pope, Jr.

(Continued from Page 1)

their meeting October 13th with Pope at the offices of WHOM.

The affidavit was filed because of an error by counsel for the WINS employes, who objected earlier this month to the proposed sale of the station on the ground that it would cost them their jobs. The objection stated that spokesmen for the employes had conferred on the matter with Generoso Pope, Sr., and counsel for Pope countered with an affidavit by the elder Pope that he had not discussed the matter with anyone representing WINS' employes.

Young Pope is general manager of WHOM, and fully qualified to speak of the plans for operation of WINS, said James Lawrence Fly, representing the employees.

Fly Clarifies Statement

Obviously stung by quotations from his own wartime utterances on the value of foreign language broadcasting, Fly modified his earlier comments on the matter of foreign language programming. He insisted his earlier opposition did not raise the question of the merits of foreign language broadcasting in the abstract. "Such questions cannot be determined in vacuo," he said in yesterday's reply to comments by Pope's counsel on the original Fly objection. "Here we say that in the year 1949, in the New York area and in the light of the present facilities for foreign language broadcasting balanced against the present need, it is not a sound public policy to subtract this particular facility from those being devoted to general purpose service and add it to those serving the foreign-language need.

"No amount of flag-waving rhetoric can submerge the fact that this is a question of public importance.

"Moreover, it is a question to be determined by this Commission in the light of present conditions. Such a determination is not faciliated by quotations from former members of the Commission, speaking under wholly different circumstances.

"The question is not that James Lawrence Fly has said about foreign language broadcasts in time of war. It is what does this Commission say about this concrete proposal. We say that question requires a hearing."



More Than 1,800 Stations In "Democracy Contest"

(Continued from Page 1)

scholarships to the students who write and voice the best broadcast scripts on the subject, "I Speak for Democracy." It is sponsored by the NAB, the RMA and the U. S. Junior Chamber of Commerce.

Activity Diversified

Activity of radio stations in the contest ranged from spot announcements and preliminary promotion, including the scheduling of five model broadcasts by eminent speakers, to the producing of the final transcriptions by which community winners are judged in the state and national competitions.

Most of the stations involved are NAB members, although many non-member stations received special authority of the Voice of Democracy Committee to participate.

New CBS Daytime Series For Babbitt Starts Jan. 9

(Continued from Page 1)

will be heard from 3-3:15 each weekday, but the new list of 149 stations represents an increase of almost 100 outlets over the old hook-up.

"David Harum" now heard at that time, will move to NBC and be heard on that network at 11:45 a.m. to 12 noon, EST, Monday through Friday, beginning January 9.

"Lora Lawton" currently heard on NBC at 11:45 a.m., EST, ends its present series Friday, January 6.

"Nona From Nowhere" was conceived and will be produced by Frank and Anne Hummert. Duane Jones is the agency in charge of the Babbitt account.

Record Holiday Biz Reported By Dealers

(Continued from Page 1)

tially over last year's sales as most dealers have been able to supply the demand for sets until now. The radio receiver sales, however, may fall below the 1948 holiday season due to the shortage of sets.

Dealers have spent more money this year in seasonable radio advertising that any time in the history of the business with spot campaigns being used to sell both radio and television sets.

Miller Joins WPAT

Signing of Dave Miller, widely known New Jersey disc jockey to a five-year contract, was announced yesterday by Herman Bess, executive vice-president of WPAT, Paterson. Miller, heard for the past nine years on WAAT, began a new series of programs on WPAT yesterday.

"Hey, Mom, can I go Swimming?"



That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old, and feels that it's high time to take the first plunge.

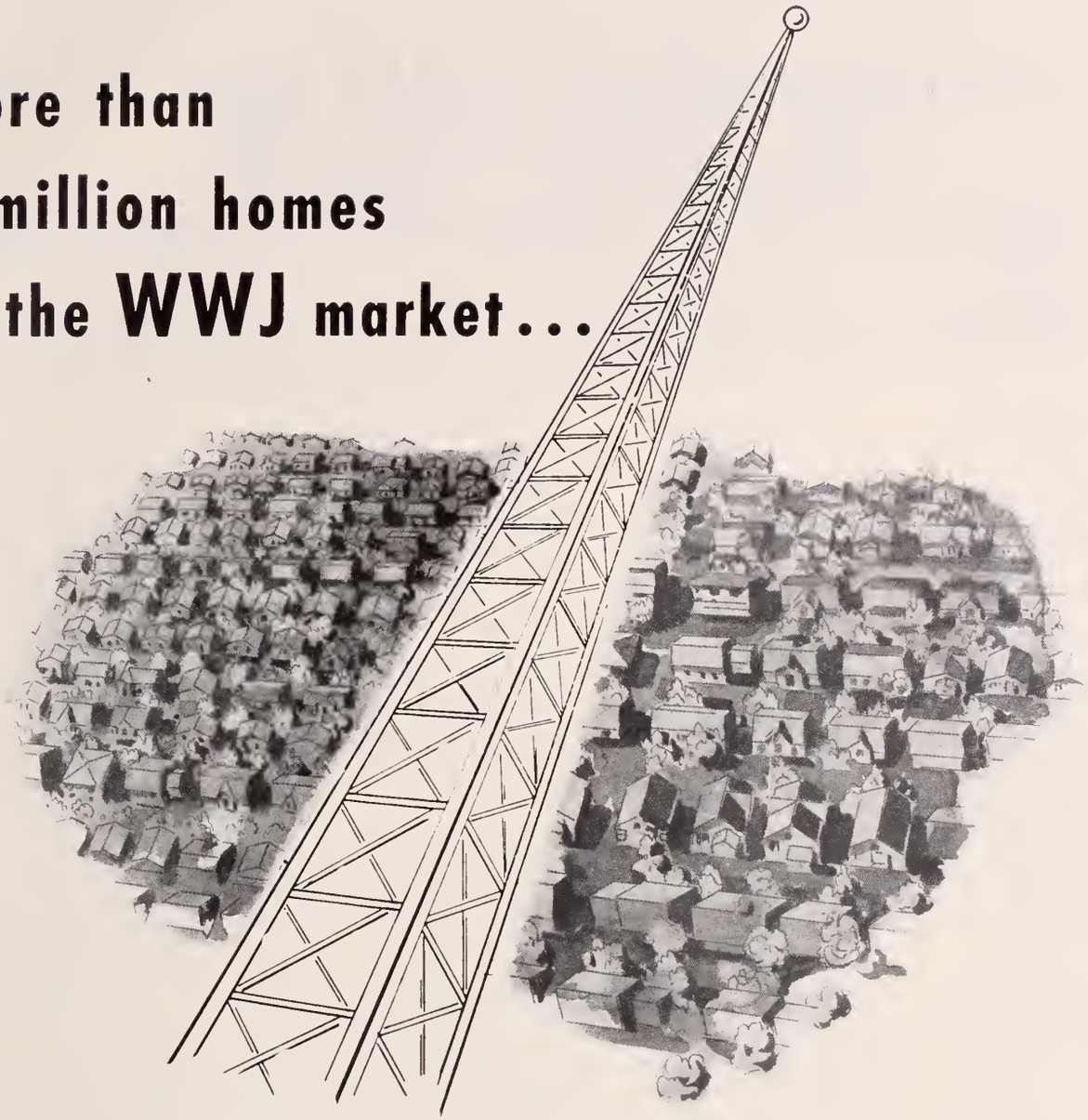
Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it, you know—by advertising on W-I-T-H.

A *little* bit of money goes a *long, long* way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.

Your Headley-Reed man will glady give you all the dope.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

more than a million homes in the WWJ market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

CHICAGO

By HAL TATE

WALTER S. HOLDEN joined the Chicago sales offices of Seventeen Magazine after four years as an account executive with the Mutual Broadcasting System's Central Division. Previously, Mr. Holden spent three years in the United States Navy during World War II, and before that was an account executive with George P. Hollingbery Co., and MacFarland, Aveyard & Company, Chicago.

Dolph Hewitt and the team of Karl and Harty, WLS stars, spent a big evening entertaining underprivileged boys and girls at the annual Hollowe'en program of Chicago's Off-The-Street Club.

Ray Berry, the harmonica-guitar player, whose repeated success as a guest on the WLS National Barn Dance, has been added to the regular WLS talent staff.

"Mule Train" by Tennessee Ernie (Capitol Records) is headed for the hillbilly hit parade, according to Erv Victor, WGN's all-night disc jockey. Erv judges this by the overwhelming number of requests he's received since he first presented it on his 1 to 6 a.m. show.

Lulu Belle and Scotty, Captain Stubby and the Buccaneers and the Virginia Hams (Otto, Jimmie James and Tilford) of WLS spreading the cheer at the "1949 Christmas Jamboree," the Phillips Petroleum Company's annual Christmas party for the youngsters in Bartelsville, Oklahoma, December 19, 20 and 21.

WOR Stages Xmas Party For City's Hospitalized

(Continued from Page 1)

to mark the occasion started yesterday at 10 a.m. and reached a climax with a special broadcast from the auditorium of the Psychiatric Pavilion from 5 to 5:30 p.m.

More than $30,000 was contributed during the fifth annual appeal by WOR. The fund, directed by Edythe J. Meserand, assistant director of news and special features at WOR, began five years ago to buy gifts for children at Bellevue and has grown to the point where it is now providing toys and clothing for youngsters in the wards of 19 Metropolitan hospitals, three in New Jersey and Grasslands in Westchester.

Mayor William O'Dwyer, in a special recorded message, Dr. Marcus Kogel, commissioner of hospitals Acting Mayor Vincent Impelliteri and Theodore C. Streibert WOR president, were among those who took part in the broadcast.

WANTED

Combination man with car wanted by western network station. Disc required. Send photo and make first letter complete. Write Box 295, RADIO DAILY, 1501 Broadway, N. Y. C.



Man About Manhattan. . .

● ● ● BIGTOWN SMALL TALK: Encouraged by sponsor and press reaction to his six WJZ half-hours a week, ABC is prepping an additional network chore for Joe Franklin and his 25,000 nostalgic waxings. . . . CBS huddling with Celeste (sweet) Holm for a tv session of her own. . . . If Milton Berle has his way, his show will emanate from the gold coast next fall. . . . Harold Stein, the frenzied lens-man, wires that he has to keep away from his gal every Friday. Sez she makes his mouth water. And Hank Sylvern claims that Herb Shriner is doing his bit for the cause by sticking strictly to dry humor. . . . Jeff Donnell, Grace Gilhern and Eloise McElhone set as the leads in "The Women," which Hal Keith will direct. (None of the male faces will appear on the screen). . . . Harold Huber's "I Cover Times Sq." will be shown on the Chrevolet program—first of a series based on the adventures of a hard-boiled Times Sq. columnist. Vic McLeod is producing. . . . Joe Field new publicity director at Compton's. . . . Robert Merrill, the handsome baritone star, being romanced by most of the tv stations since his click on guest shots around town. . . . Jimmy Blair has taken a temporary leave of absence from his vocal chores to explore television programming where he's production manager and assistant program director of WOIC in Washington, D. C.

☆ ☆ ☆ ☆

● ● ● A five-hour television Christmas Party will be featured on WABD Sunday, Christmas Day, for the purpose of raising a quarter of a million dollars for the Eastern Area Sister Kenny Institute. Morey Amsterdam will play Santa Claus for the show which will run from 6 to 11 p.m.

☆ ☆ ☆ ☆

● ● ● If you click in television these days in a 'hot' spot, you're made practically right away. Take Hank Ladd, for instance. Hank stepped into Milton Berle's shoes last week and scored so well, he was immediately signed for a repeat shot. And that's not all. Since that nite, he's been snowed under an avalanche of offers including: (1): His own TV show—(2): The Hartmans want him to direct their coming musical tentatively called "In The Summer Theater"—(3): He's wanted by Ken England to star in the musical comedy, "He and She"—(4): He's being sought for a musical which Gordon Jenkins is readying—(5): A half-hour comedy radio show now being put in preparation would like him—and, finally, a major film outfit is huddling with him as this is going through the typewriter. Ladd credits all the action to his click on the Berle show.

☆ ☆ ☆ ☆

● ● ● WCOP's Mildred Bailey, who conducts a woman's program in the morning, is capitalizing on her piano fingering ability by MC'ing a socko disc jockey show in the afternoon, combining the spinning of 78's with the playing of the 88's. The combo has caught on in Boston as welcome departure from the usual femme gab-fest that the housewives expect at 2 p.m.

☆ ☆ ☆ ☆

● ● ● THEY SAID IT: Color television hasn't got the TV sponsors half as worried as off-color video.—Nick Kenny. . . . Frank Sinatra, who has a cigaret sponsor, got a bad throat and was just ordered to give up smoking.—Earl Wilson. . . . In New York City, we now have a law allowing your landlord to raise the rent if he permits you to install a tv aerial. Hmmm. Teevee sure HAD a great future.—Walter Winchell.

☆ ☆ ☆ ☆

● ● ● MAIN STREET SEEN-ery: Bobby Clark chatting with an old-time trouper in front of the Palace—a scene that looks like an old snapshot. . . . Well-dressed Boris Karloff, the boo brummel, sipping a demi-tasse at the Fireside Inn.

SAN FRANCISCO

By NOEL CORBETT

MILT SAMUEL, Young & Rubicam publicity head in Hollywood, in town to give press previews of "The Halls of Ivy" and the Skippy Hollywood Theater Christmas program.

Here 'N' There . . . Arthur Hull Hayes back from Sacramento where he acted as consultant to the Trade, Finance and Service section of the California Governor's Conference on Employment. . . . Lever Brothers has signed for a participation schedule on KCBS for Spry. Ruthrauff and Ryan is the agency. . . . Milt Tranchel of the Hollywood office of Steve Hannagan in town to beat the drum on Coca Cola and other radio accounts. . . . Ann Holden celebrating her 27th year in radio. . . . Del Courtney, erstwhile bandleader is KPIX's new disc jockey. Courtney also runs an electrical business.

Bay Area radio and advertising people were shocked at the untimely passing of Arnold Maguire. Maguire started here in early radio as a comic, gag-man and producer.

Lever's Pepsodent Div. Reveals Agency Changes

(Continued from Page 1)

to facilitate the servicing of accounts from New York.

The Rayve shampoo account will be handled by J. Walter Thompson Company and Pepsodent Tooth Powder by Foote, Cone & Belding. J. Walter Thompson will continue to service the Rayve Home Permanent account.

Tatham & Laird of Chicago have resigned the Jelke "Good Luck" products account, but no new agency has been named. The resignation was also because of the difficulty of handling the account from Chicago when all Lever Bros. operations are centered in New York.



Over 500 have already subscribed to the

ALL-RADIO PRESENTATION

HOW ABOUT YOU?

The eagerly-awaited ALL-RADIO PRESENTATION film is almost ready for release—ready to sock home its message throughout the length and breadth of America, *selling Radio to all types of advertisers everywhere.* The official preview will be February 1, with nationwide release on February 15.

So if you *haven't* subscribed—as 500 already *have*—note that this is the LAST CALL! Only subscribing broadcasters will be able to present this convincing, fact-filled motion picture, different from anything ever prepared before—a film that actually shows Radio at work selling goods!

The closing date for all subscriptions is February 15. Cost is low in ratio to your station's billings, and you'll have available *three* different editions on 16 mm. sound film (or 35 mm. if desired):

* a 45-minute edition that puts the full story of Radio before any audience of businessmen, up to the topmost management, right in your own community.
* a 20-minute version for showings at sales meetings, and business organization luncheons such as Chamber of Commerce, Kiwanis, Rotary, etc.
* a 20-minute educational edition for showings at schools, P-T.A. meetings, women's clubs, etc.

Radio has kept silent about itself long enough. Join the chorus. Speak up and help ALL RADIO sing ALL the praises of America's greatest advertising medium. Send in the coupon right away for complete details on how YOU can join the rest of the industry in benefiting from the All-Radio Presentation.



ALL-RADIO PRESENTATION COMMITTEE

THE COMMITTEE—Gordon Gray, WIP, Chairman—Maurice B. Mitchell, BAB—Herbert L. Krueger, WTAG, Treasurer—Eugene S. Thomas, WOIC—Leonard Asch, WBCA—Ellis Atterberry, KCKN—Lewis Avery, Avery-Knodel—Will Baltin, TBA—Bond Geddes, RMA—Ivor Kenway, ABC—Harry Maizlish, KFWB—W. B. McGill, Westinghouse Stations—Frank Pellegrin, Transit Radio, Inc.—Victor M. Ratner, R. H. Macy—Hanque E. Ringgold, Edward Petry & Co.—Irving Rosenhaus, WAAT—F. E. Spencer, Jr., Hollingbery Co.—George Wallace, NBC—Ralph Weil, WOV.

THE ALL-RADIO PRESENTATION

tells Radio's unique story to all advertisers on a scale that no one station or network ever could.

shows how Radio helps build and maintain good business in the smallest as well as largest of communities.

demonstrates what a money-saving buy Radio is.

stresses the enormous size of the Radio audience and the intensity of its listening attention.

sells Radio as the most practical way of reaching more customers at less cost.

The ALL-Radio Presentation Committee

c/o Broadcast Advertising Bureau
270 Park Avenue, New York 17, N. Y.

Yessir, I do want to be part of the ALL-Radio Presentation. Please send me further details on how I can subscribe at once.

Name_____

Station_____

Address_____

City_____ State_____

Court Test Planned On Transit Radio Issue

(Continued from Page 1)

comfort and convenience is not impaired and that, in fact, through the creation of better will among passengers, it tends to improve the conditions under which the public ride."

There was some question even yesterday about the extent to which "better will among passengers" results from the FM service, but officials of the Capital Transit Company and WWDC-FM, which originates the service on contract with Transit Radio, were delighted by the apparently unanimous decision of the three-man body.

An adverse decision would have been very surprising, however, in view of the Commission's past record of compliance with transit company demands. Indicative of the way a large segment of Washington views the decision was the treatment of the story in the Washington Times-Herald, which has the largest circulation of any local paper. Below the banner announcing that Transit Radio had been approved was a drop-head reading "fare boost, service cut to follow."

The decision was based primarily upon a convincing showing by the Transit Company that safety of operation was not impaired by the radio installations. Over 200 vehicles are now equipped, with a total of 1,500 installations planned.

The PUC accepted also the Transit Company argument that opposition's claims to the protection of the First Amendment to the Constitution against the deprivation of "freedom to listen or not to listen" are without merit. In addition, opponents argued that the use of radio on public vehicles "takes the private property of riders for private use in violation of the Fifth Amendment."

The Commission stated that it was considering the matter solely in the light of "public convenience, comfort and safety," and that its decision was based upon matters "more tangible than impassioned pleas which reflect personal feelings either in favor of or against radios in transportation vehicles."

Although during the hearing PUC Chairman James Flanagan had ruled out public opinion polls on Transit Radio popularity as immaterial, the decision yesterday included the result of a survey conducted here in October by Edward G. Doddy & Company. Results showed 93.4 per cent of those questioned not opposed to transit radio—76.3 per cent in favor, 3.2 per cent undecided and 13.9 per cent with no strong feeling either way.

WANTED
30 SECONDS COMM'L SPECIALIST
Adv. Mgr. to buy time, write comm'ls for mail & phone response.
Box #293
RADIO DAILY
1501 Broadway, N.Y.C.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of December 9-15, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Thousand Violins	Paramount
Ain't She Sweet	Advanced
Bibbidi Bobbidi Boo	Walt Disney
Bye Bye Baby	J. J. Robbins & Sons
Crocodile Tears	Johnstone-Montei
Dear Hearts And Gentle People	E. H. Morris
Don't Cry Joe	Harms
Festival Of Roses	Witmark
Happy Times	Harms
Hop Scotch Polka	Cromwell
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
I've Got A Lovely Bunch Of Cocoanuts	Cornell
Jealous Heart	Acuff & Rose
Johnson Rag	Miller
Last Mile Home	Leeds
Mule Train	Walt Disney
Old Master Painter	Robbins
River Seine	Remick
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
She Wore A Yellow Ribbon	Regent
Slipping Around	Peer
Some Enchanted Evening	Chappell
That Lucky Old Sun	Robbins
Toot Toot Tootsie Goodbye	Feist
'Way Back Home	Bregman-Vocco-Conn
Why Was I Born	Chappell
Younger Than Springtime	Chappell

SEASONAL CHRISTMAS SONGS

All I Want For Christmas Is My Two Front Teeth	Witmark
Christmas Song	Burke & Van Heusen
Here Comes Santa Claus	Western Music
Let It Snow, Let It Snow, Let It Snow	E. H. Morris
Little Jack Frost Get Lost	Henry Spitzer
Santa Claus Is Comin' To Town	Feist
White Christmas	Berlin
Winter Wonderland	Bregman-Vocco-Conn
You're All I Want For Christmas	Porgie

A Dream Is A Wish Your Heart Makes	Walt Disney
Daddy's Little Girl	Beacon
Dardanella	Fred Fisher
Echoes	Laurel
Envy	Encore
Happy Valley	Sanson
I Wanna Go Home With You	Paxton
I Want To Wish You A Merry Christmas	Republic
I Want You To Want Me To Want You	Mills
Just A Kiss Apart	J. J. Robbins & Sons
Let's Harmonize	Santly-Joy
Meadows Of Heaven	Laurel
Merry Christmas Waltz	Advanced
My Love Loves Me	Famous
My Street	Campbell
Someday (You'll Want Me To Want You)	Duchess
Souvenir	Beacon
Stay Well	Chappell
There's No Tomorrow	Paxton
Where Are You Blue Eyes	Knickerbocker

Nets Make Available Political Air Time

(Continued from Page 1)

of the Senate, will speak one week later, December 30, at the same time.

"Cross - Country, Cross - Section" will be the title of the Democratic presentation over ABC on January 4 from 9:30 to 10 p.m. (EST). William Boyle, Jr., national party chairman will open the program in Washington. Rep. John McCormack of Massachusetts and Senator Lucas will speak.

Gov. Paul Dever of Massachusetts will be heard from Boston and Jonathan Daniels will follow from Raleigh, N. C. From Springfield, Illinois, Gov. Adlai Stevenson will talk over the farm program. The program will end in Washington with Vice-President Alben Barkley summing up the position of his party.

On January 11, the Republican party will be given the 9:30 to 10 p.m. slot for their views. No format on the show has been released as yet.

Hughes Takes New Post

Lawrence M. Hughs will rejoin the Bill Brothers organization, New York, on January 1 as special feature editor of Sales Management Magazine.

WMAR TV
CHANNEL 2 BALTIMORE

TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a *sure identification* of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV
The Sunpapers Station
CHANNEL 2 · BALTIMORE, MD.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

TV IN MEXICO GETS GOV'T OKAY

TELE TOPICS

A WISE-CRACKING private eye who cheerfully gets the villain despite a bashed-in head is the central figure of "TV Detective," a Washington origination recently added to the NBC web. The only difference between the show's hero, named Steve Black, and the private eyes who operate in countless other Class D epics is that Mr. Black is unseen, his person being occupied by the subjective camera. Use of this technique adds nothing to dramatic quality and because it is not employed with great facility it makes things rather confusing at times. But the main faults of the show were the script, which was as trite as only a bad whodunit can be, and the acting, which was on just about the same level. . . . Action is stopped just before the denouement to give three "guest detectives" (last week a judge, a Congressman and an Assistant Secretary) an opportunity to guess the outcome, but neither the winner nor the others are given a chance to explain their choice. . . . A Leon S. Golnick package, program is produced by Vance Hallack.

●

WONDERFUL THING happened in Akron, Ohio, last week when TV solved a big City Hall mystery—"Where's Mayor Slusser?" Seems His Honor, Charles E. Slusser, went on a trip and the few persons who knew where he had gone refused to comment, except to say he was out of town. If the Mayor wanted to keep the fact that he was in New York a secret, he never should have attended the "Voice of Firestone" show—the cameras picked him up sitting in the front row. Commented the mayor's secretary: "Everybody in Akron must have been watching television Monday night. We got hundreds of calls from viewers letting us know where we could find the mayor." . . . Former Hit Parade singer Bill Harrington debuts a semi-weekly show of his own over WOR-TV tonite. . . . John McGowan, president of Hollywood Television Productions, will be a candidate for Congress as representative from the 13th district of New Jersey.

●

J. WALTER THOMPSON planning newspaper and magazine campaigns to tie-in with a new series of six Lever Brothers commercials to be aired on "The Clock." Produced by United World Films, the one-minute spots feature six Universal-International femme stars plugging Lux soap. . . . Omitted from yesterday's column because of space limitations were predictions for 1950 voiced by Jerry Danzig, of CBS, at the ATS meeting last week. The things to watch for in TV, Danzig said, are more lower cost shows; development of daytime programming; emergence of the big-name personality, and decline of the gimmick stanza.

Import-Limit On Receivers To Be Fixed By Law; Azcarraga Has Plans For Video-Theater Circuit To Help In Paying The Bills For Tele Production

(Continued from Page 1)

ators who can comply with the Mexican communications law and will also fix the number of television receivers which may be imported during 1950 and 1951. The quota for imported TV receivers will probably be set next month.



AZCARRAGA

Two leaders in the Mexican radio and television fields are reported ready to launch new stations. Emilio Azcarraga, who heads the radio and movie industry here, expects to complete his TV station installations by September. The second station, sponsored by Guillermo Gonzalez Camarena, Mexican TV inventor, expects to be ready to go on the air the second week in February. A third group is also reported readying a TV station for launching during the coming year.

Azcarraga's plans for launching a TV station are being watched with much interest. Don Emilio, who has made a close study of TV operations in the United States, has plans for establishing a chain of television theaters which will be served by the transmitter. These theaters, charging nominal admission, will make available to the masses TV programming in the comfortable surroundings of modern movie theaters. He has already completed a theater building especially constructed for television with a number of food, drink and other novelty concessions. Revenue from the concessions, Don Emilio points out, will help pay the bill for TV production and programming.

The Azcarraga plan for TV theaters is result of an economic study of TV potentials in Mexico, He believes that the families who can afford a receiver are limited in numbers and that theater TV will bring the sight and sound media within the reach of almost everyone. From an advertiser's point of view, Azcarraga is certain that the theaters will bring the sponsors a greater audience than could be procured through private reception in the homes.

Azcarraga is expected to make another trip to the States in February at which time he will consummate his plans for equipment. In the meantime he has sent TV technicians to New York and Hollywood to get practical experience in the new art.

Raytheon Denied More Time To Build Its Video Station

Washington Bureau of RADIO DAILY

Washington — Throwing a third channel open for competing applications in the Boston area, the FCC yesterday announced it has refused to grant the application of WRTB for an extension of completion date. In effect, the Commission retires the license—which CBS had contracted to purchase from the Raytheon Corp. as part of a deal including physical equipment at an overall cost of $242,000.

Technically, what the Commission did was deny Raytheon's request for extension of the completion date from January 16, 1948, to July 16, 1948. Hearing was held on this application in February, 1949. In June of this year hearing examiner Hugh B. Hutchinson recommended a grant of the extension, but a tougher FCC policy is now in force.

The Commission found that Raytheon "has not been diligent in proceeding with the construction of its proposed television station and was not prevented from completing construction of such station by causes not under its control or by other matters sufficient to justify a third extension of its construction permit."

Channels 2, 4, 7, 9 and 13 were originally proposed for Boston, but in July it was proposed by the Commission to cut this allocation to channels 2, 4, 5, and 7. WBZ-TV is now on channel 4 and WNAC-TV on channel 7. WRTB holds a construction permit for channel 2, which will now revert to the Commission for reassignment.

In its decision, the FCC bore down heavily on its contention that Raytheon's financial difficulties cannot be considered adequate reason for the failure to construct the station on schedule.

WPIX To Broadcast Marathon Benefit

An all-star marathon program to raise funds for the United Hospital Fund will be aired by WPIX beginning at 6:45 p.m. Christmas Eve. Program will continue until at least midnight and may run longer if contributions to the fund continue to arrive beyond that time.

Art Ford will emcee the show. Talent lineup will include Peter Lind Hayes and Mary Healy, Lionel Hampton and his band, George Shearing, Eddie Condon, Eddie Peabody, Joan Morgan and the cast of "Born Yesterday." Ed Sullivan and Jimmy Powers will interview visiting celebs.

Bank of 20 telephones, staffed by models and showgirls, will be installed to handle contributions to the benefit.

Shows, Comm'ls Good, Miami Survey Reveals

Miami—More than half (53 per cent) of the set owners responding to a survey by the University of Miami Radio and Television Department, believe that "all things considered" the output of WTVJ, this city's only station, is "good." Only seven per cent thought it "poor." TV had been seen elsewhere by 44 per cent.

Asked what they thought of commercials, 86 per cent answered "good" (56 per cent) or "fair" (30 per cent). Only 13 per cent thought them "poor" (8 per cent) or "irritating" (5 per cent). More than half of the respondents said they were satisfied with the present operating hours of the station.

Questioned on amount of viewing, 55 per cent reported seeing all the programs and 90 per cent reported viewing two or more hours per day. 87 per cent said they watch TV every night. About three quarters had owned their sets before July of this year and 95 per cent of all sets were purchased locally.

Two WJZ-TV Renewals For "Market Melodies"

Two of the initial sponsors on WJZ-TV "Market Melodies" daytimer have signed 13-week renewals for four weekly participations in the show. Pacts were signed by Stahl-Meyer Co., through Blaker agency, and Hills Brothers, through Biow Co.

COAST-TO-COAST

WRC Shifts Hunnicutt

Washington, D. C.—Radio listeners who used to spend their pre-breakfast minutes listening to Mike Hunnicutt now find that they'll have to change their eating habits or merely settle for a midnight snack if they want to enjoy Hunnicutt humor, hearsay and harmony. Mike and his piano, after years of early morning broadcasting, have moved to station WRC for a night owl show 11:30 p.m. to 12:30 a.m. nightly except Sundays.

Judge Honored On WDRC

Hartford, Conn.—A testimonial dinner for one of its charter members brought the entire membership of the "Needle Club," WDRC organization, to a local banquet hall. Judge Charles E. Mahoney was honored by Democratic state leaders, including Gov. Bowles, at the dinner. The 30 "Needle Club" members attended the affair, and a gift was given to Mahoney at the dinner by the club president, Jack Zaiman, "Needle Club" commentator on WDRC.

Local Jackpot Winner

Hartford, Conn.—Dominick Gagliardo, a local man, recently won $18,000 in prizes on the CBS "Hit the Jackpot" program. The local CBS outlet, WDRC, has wire record of the presentation of one of the gifts to Gagliardo, a brand new DeSoto, for broadcast on "The Old Record Shop."

FCC Minimum-Time Rule Draws FM Stations' Fire

(Continued from Page 1)

tions. The new proposals would mean "too much of an additional burden," the Commission was told by broadcasters from all parts of the country.

KJBS, San Francisco, related that its FM affiliate has been on the air three years, with separate programming and separate transmitter location—and has an operating deficit of $84,365 through October. Construction cost was about $50,000.

"Based upon past experience and upon the impact of TV," it told the Commission, "there is no reason to expect the revenue of KJBS-FM will increase in the foreseeable future."

On the other hand, the station operators "have not lost their faith in FM broadcasting, despite the lack of public acceptance and the heavy losses incurred," they said. "In their opinion, FM can advance and grow only by having a substantial number of stations on the air in each community, some of which provide a program service not available on AM stations. It is believed that the proposed amendment, if adopted, will force many FM stations to cease operation, discourage the filing of applications for new stations, and discourage separate programming by FM stations and, through economic pressure, force duplication of the AM programs on the FM operation."

Other objections were recorded from WHBS, Huntsville, Ala.; WBJS, Winston-Salem, N. C., and WAAF, Chicago, all operating FM affiliates with separate transmitters.

WANTED

Experienced salesman with car. ABC affiliate in good Rocky Mountain secondary market. Photo required with complete resume. Write Box 296, RADIO DAILY, 1501 Broadway, N. Y. C.

New FM Music Service Being Launched By Field

(Continued from Page 1)

area and that other deals for other areas are rapidly being consummated. Each FM franchise granted includes a complete operation service. Lane said that this service assures successful operation with reduced overhead and eliminates costly experiments. Included among the franchise services are the supply of program material, sales techniques, technical helps, bookkeeping systems and exclusive territorial rights to their special equipment.

Leasing For A Year

WJJD and WFMF have been leasing special FM receivers to subscribers for almost a year. After exhaustive tests it was felt here that such a service, offered to business firms at low rental rates, would result in a mass market. So, Field Enterprises has now decided to consolidate the facilities of the manufacturer of signal controlled FM receivers and their special musical sales research staff into the new firm of Functional Music Inc. In the Chicago area almost 100 installations are already in service.

A Marshall Field spokesman said that Functional Music can compete with existing wired music services at only one-third to one-half the cost. He contended that wired music services are limited because rates are based on length of wire lines. Through the use of FM, the area serviced is limited only by the coverage of the FM station.

To achieve this "wired music" effect at cheaper cost, a high quality receiver is used with a supersonic control circuit. This control circuit, keyed from the FM station, eliminates commercials and other voice material from subscriber's receivers so only the music is received. This supersonic control circuit also permits various on and off services as desired by the subscriber. Since outstanding tonal quality is necessary, Functional Music uses only specially designed equipment.

Functional Music also manufactures FM signal controlled receivers for store broadcasting services. One chain store broadcast service, operating in almost 300 grocery super markets, has been using equipment designed and built by Functional Music engineers for almost a year. A new receiver, called the Adcaster Model 617, enables as many as six independent chains to operate through one FM station. All commercials are boosted in volume through voice emphasis circuits.

Many Firms Subscribe

Included among the nearly 100 installations already in service in Chicago are beauty shops, stores, restaurants, factories and offices. The Marshall Field local FM outlet, WFMF, has made no substantial changes in its program schedule. The station, which is on the air daily from 8:00 a.m. to 2:00 a.m., has always been programmed separately from its AM sister, WJJD, with WFMF concentrating strictly on news and music.

WBAL
means business in Baltimore

AGENCIES

THE NORGE DIVISION of Borg-Warner Corp., Detroit, has named Duane Jones Company, Inc. as its advertising agency for the entire line of Norge Home Appliances. The agency plans to use package-goods techniques as traffic builders in the appliance business. They will gear appliance advertising to the retail level.

DANCER - FITZGERALD - SAMPLE, INC. paid their traditional Christmas bonus yesterday. Certificates of membership in the company's retirement profit-sharing plan were also distributed at the same time.

THE S.S.S. COMPANY, maker of an appetite tonic, to Henry Kaufman & Associates, Washington, D. C. Newspapers, radio and merchandising support is planned.

HUBERT FLORY has joined the copy staff of Brooke, Smith, French & Dorrance, Inc. He was formerly with BBD&O.

JULES LABERT and BOB KIRSCHBAUM have joined the Casper Pinsker advertising agency as radio directors. Labert has an extensive background in mail-order radio; Kirschbaum was formerly radio-television director of Shappe-Wilkes, Inc.

RADIO EXECUTIVES CLUB
OF NEW YORK

GALA CHRISTMAS PARTY
THURSDAY, DECEMBER 22
GRAND BALLROOM
HOTEL ROOSEVELT

PRIZES! FUN! ENTERTAINMENT!
ABE BURROWS, CBS STAR, WILL EMCEE.
ADMISSION, $3.00 for members, $3.75, non-members.
NO TABLES RESERVED! FIRST COME, FIRST SERVED!
DOORS OPEN AT NOON

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

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FINANCIAL

(December 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 3/8	8 3/8	— 1/2
Admiral Corp.	17 3/8	17	17 3/8	— 1/8
Am. Tel. & Tel.	146 1/2	145 7/8	146	— 5/8
CBS A	27 3/8	27	27	— 1/4
Philco	32 1/8	31 3/4	32	
RCA Common	12 5/8	12 3/8	12 5/8	+ 1/8
RCA 1st pfd	72 1/4	72 1/4	72 1/4	+ 1/8
Stewart-Warner	12 1/8	12	12 1/8	
Westinghouse	31 3/8	31	31 1/8	— 1/8
Westinghouse pfd.	103	103	103	+ 1/4
Zenith Radio	32	32	32	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2	— 1/4
Nat. Union Radio	2 5/8	2 1/2	2 1/2	— 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	20 1/4	21 1/4
Stromberg-Carlson	11	12 1/4

Nat Caniglia

Nat Caniglia, 54, proprietor of the Paramount Building barber shop and widely known to New York radio and theatrical people, died suddenly from a heart attack yesterday in his home at 89-10 Northern Boulevard, Jackson Heights. Funeral will probably be held Saturday from the Conway Funeral Home, Northern Boulevard and 83rd Street, Jackson Heights.



☆ COMING AND GOING ☆

KEN BANKHART, news commentator on NBC, is visiting with his father in California. He plans to remain on the West Coast until Jan 28.

IRVING R. ROSENHAUS, president and general manager of the Bremer Broadcasting Corp., owner-operator of WAAT, is vacationing in Miami. He'll be back in New York Jan. 9.

VICTOR C DEIHM, president and general manager of WAZL, Hazleton, Pa., and MRS. DEIHM, were in New York yesterday. Mrs. Deihm had been chosen by officials of the Lehigh Valley Railroad to christen the "Hazleton," one of the road's four new Deisel-powered tugboats.

CARLTON E. MORSE, who conducted a pre-Christmas campaign for clothing and toys for European war orphans on his "I Love a Mystery" program over Mutual, tomorrow will fly to Rome to distribute gifts at Italy's largest orphanage.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J, in New York for conferences with station reps.

ROBERT RIDDER, general manager of KILO, Grand Forks, N. D., in town this week for conferences at the offices of CBS, with which the station is affiliated.

RALPH B. AUSTRIAN, television consultant, on Monday will leave for Hollywood, where he will make a special survey and investigation for H. Peter Rathvon, former president of RKO Radio Pictures and Radio Keith Orpheum Corporation.

BOB HAWK, star of "The Bob Hawk Show" on CBS, accompanied by his mother, tomorrow will leave the West Coast for Honolulu, where they'll spend a year-end holiday. They'll be back Jan. 3.

JOSEPH MOSS, president of the advertising agency bearing his name, is spending three weeks in Florida.

PAUL "REQUESTFULLY YOURS" BRENNER, disc jockey on WAAT, left Monday for Hollywood, where he will be guest of Frankie Laine and Mercury Records. Paul was the winning deejay in the latest Frankie Laine promotion. He'll be back Jan. 2.

Bread Documentary Set

Bread will be the subject of an hour-long documented drama over CBS on Dec. 30 when the web presents "The Rising Wonder" in conjunction with the 25th Anniversary of the Continental Baking Company. The script has been prepared by Robert Louis Shayon, and Mark Stevens will narrate.

Program will feature, in person, Ray Stritzinger, president of Continental, and Lee Marshall, chairman of the board of the baking company.

Will Premiere New Show

Peg Lynch and Alan Bunce will premiere their new "Ethel and Albert" show on ABC, Monday, Jan. 16 at 8 p.m. (EST) it was announced yesterday. The program was formerly heard as a five-a-week fifteen minute show but will be streamlined to a weekly half-hour production for the Jan. 16 premiere. ABC will preview the show's new format on Christmas Eve at 9:30 p.m. over the full net in a special holiday broadcast.

Big Apple

This year in Massachusetts, "Apple Week" proved a huge sales-success. Mildred Carlson's "Home Forum" (WBZ-WBZA, 9:30 AM., Monday-Saturday) helped make it so. Writes the executive director of the Massachusetts Development Commission: "Your broadcasts have done a first-rate job for our fine apple crop." Writes a state Department of Agriculture official: "Much of the credit is due to Mildred Carlson and WBZ." Writes an executive of the New York & New England Apple Institute: "Best of any year to date, thanks to your effort."

For a pippin of an increase in *your* New England sales, start using the "Home Forum" now! Check WBZ or Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE
WBZ

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Big Treat

Andy, the little Orang-outang from Borneo, is celebrating his second birthday by eating a favorite American delicacy — a vanilla ice-cream cone. The way Andy's gobbling up that cone, you can bet he's enjoying his big treat.

There's a big treat in store for radio advertisers who are interested in the Baltimore market. That treat is station W-I-T-H, the BIG independent which treats you to more listeners-per-dollar than any other station in town. W-I-T-H carries your message to 92.3% of all the radio homes in the Baltimore trading area.

That means you can do a LOT with a LITTLE money on W-I-T-H. So if you're looking for low-cost results, call in your Headley-Reed man for the whole W-I-T-H story.

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Our man Jamison is a character...



By this we don't mean that Mr. Jamison is the sort of fellow who panics the office by returning from lunch with a lamp shade on his head... (although, of course, he likes a *good* joke as well as the next man).

What we *do* mean is that Jamison is an invention of our imagination ... based on our many years of successful experience as broadcasters' representatives. (We thought we'd better mention this, because we've received quite a few phone calls for Mr. Jamison since we started him off at the first of the year).

Jamison is really a composite of the qualities that make the services of Weed and Company so valuable. He serves *both* ways. He serves the men who provide radio and television facilities... he serves the men who advertise over them ... and he does both superlatively well.

That makes him a symbol as well as a character, we figure. Anyway, we're mighty proud of Mr. Jamison and the qualities he represents. And we want to say so now, at the end of his first full year with Weed and Company.

This is a most appropriate time to say one other thing, too...

A VERY MERRY CHRISTMAS
to all our good friends among the broadcasters, advertisers and agency men of America.



Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

TO EVERYONE A MERRY CHRISTMAS



NEW YORK

AND A HAPPY NEW YEAR

the Wins staff

XMAS PROGRAMMING IN SPOTLIGHT

Indies Featuring Special Xmas Programs

With the majestic "Hallelujah" of Handel's Messiah, with the choruses of uncounted voices, with the simple story of the Christ child — Christmas, 1949 — will be heralded by New York City's radio stations. Yuletide carols and stories have already filled the air waves this week, but

(Continued on Page 14)

Theater-Tele Hearing Seen Early Next Year

Washington Bureau of RADIO DAILY

Washington—Reports here are to the effect that the FCC will try early next year to call its hearing on the question of providing channels for theater television.

During the past weeks the belief has been that the Commission has planned to announce the hearing before the end of the year, and this belief now appears to be well-founded.

While it still is not likely that the Commission, with its present heavily-loaded schedule, will be able to take up the question of

(Continued on Page 15)

O'D. Wedding On MBS Inside, Outside Church

"Mutual Newsreel" scored a news beat last night when the program broadcast an exclusive radio on the spot description, both from inside and outside the church, of the wedding ceremonies attendant to the Mayor O'Dwyer - Sloane Simpson nuptuals.

Doug Silvers, WIRA, Fort Pierce, Fla., newscaster, arrived at the Stuart, Fla., church early yesterday morning and set up his equipment (tape recording stuff) outside and inside the church. When hizzoner

(Continued on Page 14)

Distinction

Mrs. William O'Dwyer, until yesterday New York fashion consultant Sloane Simpson and now the wife of New York's Mayor, was yesterday designated "Honorary Queen of All America" by emcee Jack Bailey of Mutual's "Queen For A Day" show. Bailey gifted the lovely Mrs. O'Dwyer with a huge bouquet of American Beauty roses.

Beamed To Antarctica

A New York-Paris Christmas celebration for a group of French explorers in the Antarctica has been planned by the French Broadcasting System for this Friday, December 23. The short wave broadcast will spotlight a song by the internationally-famous French singer, Edith Piaf.

A conversation between Paris and the explorers revealed that they had a yen to hear Miss Piaf and that if they had time to write Santa, they would include the request in their letters. The party will be in Antarctica until at least January 1951.

Mutual Wk.'s Billings Close To $3,000,000

Two and three-quarter hours of network time, approximating $3,000,000 in new business billings have been signed by Mutual within the past week, it was revealed yesterday. In addition, the web recently announced more than $2,000,000 in year-end renewals.

According to a network spokesman, Miles Laboratories, which now sponsors "Queen For A Day," has signed to bankroll a daily, five-times-a-week segment of "Ladies

(Continued on Page 14)

ABC Expands Script Staff For AM-TV Programming

ABC's trend toward increasing the development of house - built shows for radio and TV has resulted, it was learned yesterday, in an expansion of the script and program promotion division of the web.

Three senior writers, Louis M. Heyward, Vera Oldham and Michael Sklar have been signed by ABC as senior writers and Arlene Wood joins the web as a junior writer.

Heyward was formerly script editor for Associated Press' radio division and has received credits on a number of network programs;

(Continued on Page 12)

Educational Series Planned By WHOM

An educational experiment in Americanization training will be started in mid-January by WHOM in cooperation with the New York City Board of Education, Gene Pope, Jr., v-p and general manager of the station announced today.

The multi - lingual station will urge its listeners to enroll for a series of 12 evening sessions to be conducted at the WHOM studios. Classroom instruction will be supplemented by a weekly broadcast. The

(Continued on Page 12)

Nine CBS Programs In Top 15 Hooperatings

CBS shows hold nine of the top 15 evening spots in the Hooperatings for the week of December 1 to 7, a Hooper release showed yesterday. Jack Benny was in the number one spot with a 26.6 rating with the Radio Theater second at 22.0. Both are CBS programs.

Fibber McGee & Molly on NBC were third with 20.4, with Arthur Godfrey's Talent Scouts at 19.7 and My Friend Irma at 19.3 filling out the first five. Others were Bing Crosby, 19.2; Bob Hope, 18.7; Mr. Chamelon, 17.4; Amos 'n' Andy, 17.3;

(Continued on Page 14)

Christmas Theme Dominant In Holiday TV Programming

The story of Christmas, its religious services and music, its legends and literature, will provide the basic material for virtually every television program on the air during the holiday season.

An outstanding TV highlight of the Yuletide will be President Harry S. Truman's Christmas message to the nation and the tree-lighting ceremonies on the White House lawn, which will be carried by all networks. While the cameras pick up the scene in Washington, the President's voice will be piped in over the picture from Independence, Mo. Secretary of the Interior Oscar Chapman will be seen on the program and music will be provided by the National Press Club chorus and the Marine Band.

Special Christmas Eve programs on NBC will include "According to Joseph," a dramatic re-enactment of the story of the Nativity. Program will be aired from the web's studios and will be integrated with a pickup outside St. Patrick's Cathedral in New York. Immediately after, the net will air a special show titled "Christmas Eve In Bethlehem," a WPTZ origination from Bethlehem, Pa. Program will include a processional and choral service from the Cathedral Church of the Nativity.

At 11:45 p.m., NBC will pick up

(Continued on Page 15)

Yuletide Schedule Announced By Networks

The four major networks are devoting their entire programming of next week-end to Christmas inspired special broadcasts or to holiday cued tie-ins on regularly scheduled programs, a RADIO DAILY round-up of Yuletide programming revealed this week. Noted British scribe, Charles

(Continued on Page 6)

Suggests Changes In CBC Financing

Vancouver, B. C. — Financing of the CBC from Federal grants instead of from license fees and advertising revenue has been suggested by William Guild of Lethbridge, Alberta, chairman of the Canadian Association of Broadcasters.

In an address to the Advertising and Sales Bureau of the Vancouver Board of Trade, Guild, manager of station CJOC in Lethbridge, proposed that the annual Federal grant he advocated be fixed for ten-year periods. He said it would then meet the CBC's needs, allow for proper development and keep the CBC free from political influence. At the same time, a regulatory body independent

(Continued on Page 12)

Economic Progress Review Featured By Adv. Council

A review of progress made under the American economic system since 1900 and ways to continue progressing are the keynotes of The Advertising Council's American Economic System Campaign Guide for 1950.

Pointers for advertising campaigns on the American system are included in addition to a booklet on the Miracle of America. The latter

(Continued on Page 14)

Musical Innovation

An innovation in the playing of Yuletide carols will be aired by NBC's Friday p.m. "News Of The World" when the web picks-up, from York, Pa., Karl Alex Smyser's rendition of "Joy To The World," "Silent Night" and "Away In The Manger." Smyser, who has been doing it for twenty-five years, will play the three hymns on the factory whistle at York's New York Wire Cloth Co.

WEB XMAS PROGRAMMING IMPRESSIVE

President Truman, George VI, Pope To Broadcast

(Continued from Page 5)

Dickens (circa early 19th Century) rates as radio's outstanding writer for Christmastide 1949, with three major productions of his "A Christmas Carol" and one presentation of his "Cricket On The Hearth" scheduled for week-end beaming.

The Dickens' classic "A Christmas Carol" will be presented by CBS on the Dec. 22 broadcast of Les Mitchell's "Skippy Hollywood Theater" with the Abbey Players featured and Alex Guinness starred as *Scrooge*. The Abbey Theater interpretation of the Christmas fable is one of the programs Mitchell recorded on his recent European jaunt.

Again on Dec. 24, Christmas Eve, CBS presents the classic with Edmund Gwenn starred as both *Scrooge* and narrator. Lionel Barrymore will also portray *Scrooge* for, in his case, the sixteenth consecutive year on Christmas Eve over Mutual.

Other special programs arranged by the major webs include broadcasts by President Truman, King George VI of Great Britain, and Pope Pius XII from the Vatican.

The President's annual Christmas message will be carried over all the major nets at 5 to 5:30 p.m. on Christmas Eve and King George will deliver his Yuletide greetings over MBS, CBS and ABC (all EST) at 1 p.m., 1:15 p.m. and 10:30 a.m., respectively.

NBC, on Christmas Day from 2 until 3 p.m., will carry a description of the ceremonies attendant to the proclamation of a new Holy Year at the Vatican in Rome as reported by Jack Begon, NBC's Rome correspondent.

NBC Has Special Features

Other NBC special events for the holiday include Christmas concerts by the Boys Town Choir, Morton Downey, the combined Glee Clubs of Rosary College and Notre Dame, a 76-voice mixed chorus of Concordia Teacher's College, the Radio City Music Hall Chorus and a special holiday musical program by the NBC Orchestra led by Guido Cantelli, all on the holiday eve. The web will also present "Cricket on the Hearth" and a description by H. V. Kaltenborn of Santa's take-off from the North Pole.

On Christmas Day, NBC has scheduled a visit to NBC stars' homes on Christmas morning, a re-creation of by-gone "Quiz Kid" Christmases, a recitation of Paul Gallico's "Twas The Night Before Christmas" and Yuletide tie-ins on regulary scheduled network programs.

On Saturday, Dec. 24, Mutual has scheduled "Carols by Candlelight," a pick-up from Melbourne, Australia; "Faraway Christmas," a pick-up from the Button Wood, England Headquarters of the U. S. Air Force; a special holiday show by the Disabled Veterans; "Christmas in Alaska and Puerto Rico," another pick-up; "Hawaii Calls," from the Pacific Outpost; a guest shot by Santa himself on "Twenty Questions," a "Chicago Theater of the Air" production of "Babes in Toyland"; "Thou Bethlehem" a dramatization of the Nativity starring Glenn Ford; and an hour-long midnight Kiwanis glee club and choir musicals.

In addition to broadcasting Lionel Barrymore's interpretation of the *Scrooge* role on Christmas Day, Mutual will air a special program from Rome where Carleton Morse will play the role of Santa Claus as he presents gifts to war-orphans at the San Michele Colony. Mutual also has geared most regular programming to the holiday spirit.

Columbia Skeds Features

CBS' holiday fare, in addition to the Truman-King George airers, will be highlighted by an hour-long presentation of "The Man Who Came To Dinner" with Jack Benny in the Sheridan Whiteside role assisted by John Garfield, Henry Fonda, Gene Kelly, Charles Boyer, Gregory Peck, Dorothy McGuire and Rosalind Russell.

Other CBS specials include, on Dec. 24, "Make Way For Youth," an offering of teen agers from Detroit high schools; "Twas The Night Before Christmas" on the "Let's Pretend" holiday stanza; the sixth annual dramatization of Miracle For Christmas" on Grand Central Station"; a program of old music featuring organist E. Power Biggs; the Boys Town choir; carols by the Mexico Boys Choir; old world carols by the Philadelphia Choral Ensemble, and "Around the Christmas Tree" with Billy Leach and others, from Chicago.

On Christmas Day, starting at midnight when Eileen Farrell is featured in the annual CBS Christmas Carol Service, CBS will present in addition to holiday cued regular programs, "While the Shepherds Watched" a Nativity story based on the Gospels; a Doug Edwards "Newsmakers" description of the man of the hour, Santa Claus; "Children's Christmas Abroad" with pick-ups from London, Paris, Berlin and Rome: the Robert Shaw Chorale featuring Benjamin Brittin's "Ceremony of the Carols"; the first network performance of Morton Gould's "Serenade of Carols"; and a Ronald Colman narration of "The Small One."

A special recording of the opening of the Holy Door of St. Peter's Cathedral in Rome with Pope Pius XII officiating will be heard over CBS at 3:30 p.m. as reported by Winston Burdett. Also, on the 24th, over CBS, a special "CARE Salute" will be aired at 5:30 p.m. (EST). The special program features Chas. Boyer, Danny Kaye, Virginia Bruce, Francis Lederer, Ricardo Montalban, and Alida Valli.

ABC Featuring Music

ABC will present the first radio broadcast of the new Peter Mennin cantata which was commissioned especially for radio and is said to be the first major religious work so commissioned when the Robert Shaw Chorale gives the first performance of "A Christmas Story" on Christmas Day. The cantata was comissioned by the Protestant Radio Commission last spring and represents fifth work by 26-year-old Mennin.

Other special ABC holiday programs include "Voices That Live" which will feature, on Christmas Eve, four historic sacred records played by Wally Butterworth. The discs carry the voices of Mme. Schuman-Heink, John McCormack, Pol Plancon and Giovanni Martinelli.

"The Greatest Story Ever Told" presents a two-part Christmas Cycle entitled "Prince of Peace" on Dec. 18 and 25th.

Most of the web's programming for the past two weeks have been devoted to Yuletide tie-ins and the airwaves have been resounding to jovous Noels and the strains of "Silent Night" and "Adeste Fideles."

ABC will also carry the ceremonies from the Vatican as reported by Walter Weisbecker at 6:45 p.m. on Christmas Eve.

Four Nets Combine Ancient, Modern In Yule Salute

Season's Greetings and A Happy New Year

WHOM

"The II Progresso Station"

1480 on Your Dial

136 West 52nd St. New York 19, N. Y.

Best From

JEAN, BOB & CHARLIE

The Season's Greetings







Our rich heritage of song gives everyone the means to share and spread the brotherhood and fellowship of the holiday season.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols and holiday melodies have been handed down through the years until it becomes impossible to imagine any festive occasion without them.

The normal celebrations of our Christmas and New Year's holidays take on added glow with the expressive spirit found in music.

BMI sincerely extends the greetings and best wishes of the holiday season to everyone.



BROADCAST MUSIC, Inc.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



What They Want for Christmas

Silent night, Holy night!
All is calm, all is bright.
'Round yon Virgin Mother and Child.
Holy Infant so tender and mild,
Sleep in heavenly peace,
Sleep in heavenly peace!

GEORGE SHIPPERT—an airport for convenient landings at Mt. Kisco, New York.. ..**HARRY O'BRIEN**—better commuter accommodations on the New York Central ....**HAL DAVIS**—a new name band with the popularity of a Vaughn Monroe.... **BILL HEDGES**—more out-of-town members for the Radio Pioneers....**FATHER PATRICK PEYTON**—stardom for all his friends in Hollywood....**JIM SAUTER**—a respite from the benefit circuit....**CHAS. R. DENNY**—someone who can track down all the rumors.

SYD EIGES—more time with his family ....**GEORGE CRANDALL**—bigger monthly milk checks on his farm....**JOE RANSON** —a round trip ticket and a month's sojourn in Mexico....**JOSE RAMON QUINONES**—a private plane for trips to the mainland....**BUCK CANEL**—more World Series trips to New York....**JIM O'BRYON** —more time for his hobby-cat raising.... **LOUIS TITTERTON**—a well on his Pleasantville estate that will never go dry.... **GEORGE OSWALD**—a ban on western TV movies....**JACK PACEY**—a day with no deadlines

ORREN DUNLAP—a sun flower antenna that will receive color TV....**EARL MULLIN**—someone to scotch all rumors about 20th Century Fox taking over ABC.... **JACK BANNER**—more clients with the prestige of Margaret Truman....**FRANK WHITE**—a White Christmas....**ED KOBAK**—more clients like Nielsen....**C. E. HOOPER**—a new theme for a press party ....**NEVILLE MILLER**—a client who isn't seeking favor with the FCC....**BOB RICHARDS**—more time for visits with newspapermen....**SYD ROBARDS**—some new Uncle Lud stories....**NILES TRAMMELL**—super salesmen who can talk TV and radio and keep their merits apart....

PAUL RAIBOURN—some first class film for Paramount's TV film network.... **WAYNE COY**—a painless solution to the black and white and color TV feud.... **ALLEN B. DuMONT**—more assembly lines for DuMont receivers....**JOHN CHURCHILL**—a copy of BMB's Second study.. ..**HARRY FEENEY**—a ban on jokes about Brooklyn....**WILL BALTIN**—time enough out from TV chores to watch television entertainment....**CLAUDE BARRERE**— an under-secretary for REC....**MIKE DANN**—another holiday in Bermuda.... **CHARLES STUART**—a ban on special editions....**JOHN SINN**—another big year for Ziv....**JACK RYAN**—more emphasis on Chicago as a radio-TV production center....**DON McNEILL**—less radio and more fishing trips.

JUSTIN MILLER—another series of district meetings as successful as '49.... **IRVING STROUSE**—a Broadway play.. ..**ANN THOMAS**—a television film series ....**OLSEN & JOHNSON**—sponsor for "Sons o' Fun."...**ARTHUR GODFREY**—a movie contract....**HARRY MAIZLISH** —television station....**BOB EMERY**—a vacation.... **LUCY MONROE**—a few concert dates....**FRANK MULLEN**—a successful year for Jerry Fairbanks....**FRED COLL**—a few more clients....**FRANK GALLOP**—a live television show....**EDGAR KOBAK**—another client like Mutual ....**LAMBERT BEEUWKES**—more time to sell at WDAS....**LOIS JANUARY**— less trips for hubby Bill Gernannt.... **PAUL MORENCY**—another trip to Hollywood....**BERT LEBHAR**—a new bridge book....**NICHOLAS PAGLIARA**—a trip to New York.

GENE O'FALLON—an early visit east to see his pals....**WILLIAM S. PALEY**— the end of the color squabble....**LINUS TRAVERS**—new set of golf sticks....**BOB SCHMID** — trip to Mexico....**HERB AKERBERG**—another Lou Hausman.... **ARTHUR SIMON**—a television station in the Metropolitan area....**FRITZ SNYDER** —another Bulova account....**TED STREIBERT**—some good shows for television.. ..**SIDNEY STROTZ**—a vacation trip to Radio City....**PHIL SPITALNY**—a television show that will show off his beautiful gals....**CHARLIE BROWN**—a new contract with Masterson, Reddy & Nelson.. ..**SYDNEY KAYE**—a chance to do some more speeches....**OLIVER GRAMLING**— a new dog....**BERNIE ESTES**—another Pioneer dinner....**MORRIS NOVIK** — another trip to Europe....**ELLIOTT SANGER**—less meetings with the TIMES.... **RALPH N. WEIL**—a good foreign language organization....**CHARLIE MICHELSON**— a few more sponsors....**MARK WOODS** —some black ink in the television operation....**HARRY BANNISTER** — another NAB Convention like 1941.

ART LINKLETTER—24 hours without a single phone call....**JOHN GUEDEL**— top ratings for People Are Funny, You Bet Your Life and House Party....**IRV ATKINS**—peace and quiet....**DICK PETTIT**—Guedel and Linkletter on the covers of Time, Life and Look in one week.... **EDDIE MILLS**—a new shirt....**BERNIE SMITH**—to edit the Groucho Marx show from Honolulu....**DOROTHY NYE**—a case of root beer....**DORIS McHALE**—a week at the Waldorf....**BESSIE BLOUIN** —a husband....**MARGY BIMEL**—a date with Peter Lorre....**ELEANOR ROWLAND** — twins....**ROD O'CONNOR** — to judge the Atlantic City Beauty Contest.. ..**JEAN ROUNTREE**— an English accent.

MEREDITH WILLSON—"That Christmas be spelled that way and not with an "X" ....**CURT MASSEY**—"Bigger and better prizes and trips for 'Queens' during 1950.".. ..**MARY, HARRY HICKOX**—a world at peace, lasting longer than time itself.... **ED THOMPSON**—Mountains of Clippings about our clients....**CHARLES LYON**— Year-round hunting trip, bagging the limit every day....**COUNTRY WASHBURNE**— to write another hit like One Dozen Roses ....**UNITED PRODUCTION of AMERICA** —to produce at least two feature-length cartoons every year....**AL WOODBURY** —more time for my hobbies, precious shells, hot-rod racing....**NEIL McDONALD**—new and more space-grabbing ideas for our clients....**CATHY, ELLIOTT LEWIS**—idea, script and sponsor for Mr. and Mrs. radio show....**SYD CASSYD**— hopeful that Cantor, Bergen, Benny, etal, help to build TV this year not cash in later.

JACK CARSON—a promise from everyone to call it Christmas instead of Xmas.. ..**HAL "GILDERSLEEVE" PEARY**—a girl friend on his program who doesn't love him just for his political power.... **YOGI** (Harry Stewart) **YORGESSON**— another Christmas recording like his "Yingle Bells" and "I Yust Go Nuts at Christmas."...**LUM and ABNER**—a television audition which THEY like....**BOB GARRED**—a chance to lead a normal life instead of doing five news broadcasts daily for CBS at odd hours....**HAL SAWYER** —another television show like his talked-of "I'll Buy That."...**FRAN van HARTESVELDT** (Producer of Gildersleeve—a race horse like Citation....**KEN CARSON**—the chance to prove he's America's best singer ....**STERLING TRACY**—America's finest model railroad so he won't have to build his own.

VELOZ and YOLANDA—a sponsor for our television program. The Veloz Show.. ..**TEX RITTER**—a television set for my station wagon while on tour....**FREDDY MARTIN**—a hit tune for every month of the new year....**JIMMY WAKELY**—more bookings like Grand Ole Opry....**J. CARROL NAISH**—more film roles like his in "Black Hand."...**JOHN ARCHER**—more producers like George Pal....**TEDDY HART**—more road tours with "The Men Who Came To Dinner."...**MURIEL MADDOX**—a house in Laguna....**SAMUEL FULLER**—more writing assignments like "Rear Guard."...**SUE CLARK**—more clients like Ralph Edwards....**JOHN BENSON**—later west coast time for "This Is Your Life."...**FRED CARNEY**—two heads so I'll have four ears for answering the calls from people who want to be on "Truth Or Consequences."...**RALPH EDWARDS**—well a fifty hooper on both shows wouldn't be bad.

WARD INGRIM—would like a sponsor for the 2nd half of "Queen For A Day.".. ..**TONY QUINN**—would like a single entry bookkeeping system showing profits only....**PAT CAMPBELL**—would like a course in public speaking to help him overcome his taciturn moods....**DONN TATUM**—would like a case of 100 proof bonded jurisprudence....**BOB HOAG**— would like a few problems to keep him from becoming bored—such smooth sailing is TV these days....**MARK FINLEY, JIM PARSONS, and JOHN HURLEY**—would like a 52-week contract with all metropolitan dailies for a two column picture break each day with first refusal on the next 52.

(Continued on Page 10)

HENRY C. ROGERS
Publicity
New York Hollywood

Season's Greetings
Sanford Bickart



RALPH EDWARDS

Extends a

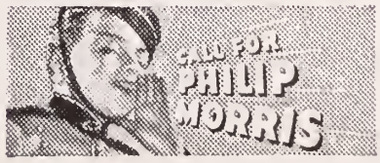
Merry Christmas

TRUTH OR CONSEQUENCES



NBC SATURDAY

THIS IS YOUR LIFE



NBC WEDNESDAY

What They Want for Christmas

Be near me, Lord Jesus, I ask Thee to stay
Close by me forever, and love me, I pray;
Bless all the dear children in Thy tender care,
And take us to heaven, To live with Thee, there.
—Martin Luther

(Continued from Page 8)

CHARLIE McCARTHY—wants the same thing for Christmas ever since he tied up with Bergen. More than six bits a week allowance....**JANET WALDO**—a beautiful wooded lot in Encino—just where she wants to build her home....**MARIE WILSON**—if Judy Holliday doesn't do the dumb blonde in the film of "Born Yesterday," she'd love to do it. Then she might prove to the public that she's just as "couth" as they are....**JERRY LAWRENCE and BOB LEE**—would like to have any lil ole sponsor for "Young Love."

BETTY GRABLE—would like a horse as good as Citation.. **GREGORY PECK**—would like another picture as good as "Twelve O'Clock High."...**LINDA DARNELL**—would like to have her new Bel-Air Home completed in time for Christmas ....**JEAN PETERS**—would like a heavy snowfall so she could have a Christmas like the ones she knew back home in East Canton, Ohio....**STEPHEN McNALLY**—would like a father role on the screen.... **DAN DAILY**—would like to play in the low 70's at Lake Side....**BARBARA LAWRENCE**—would like to spend the holidays in New York with boy-friend Murray Hamilton....**DAVID WAYNE**—wants a role in which he can let his hair grow....**MARION MARSHALL**—wants her long hair back....**VICTOR MATURE**—wishes the world would forget "Beautiful Hunk of Man" tag....**RICHARD WIDMARK**—would like to have the "Man on the Ledge" role....**BILL HEBERT**—seeks the thriving advertising and public relations business continues to grow in 1950....**BARBARA LOMBARD**—a white Christmas for a native Los Angelian.

JOHN BLAIR—to be able to break 100 in golf....**GILBERT BRAUN**—one big-time account....**FRANK BURKE**—a horse for his daughter, Mary....**H.L. ATLASS**—CBSuccess....**H. ALLEN CAMPBELL**—another show like "Lone Ranger"....**GILMORE NUNN**—one more trip to South America....**WILLIAM S. CHERRY**—commutation ticket between WNEW and WPRO ....**JAMES LAWRENCE FLY**—an automatic phone - answerer....**EDWIN W. CRAIG**—quiet and peace in the NAB ranks ....**LINCOLN DELLAR**—another trip east ....**A. A. SCHECHTER**—one more special event....**IKE LEVY**—another WCAU.... **HOWARD MEIGHAN**—a Hollywood swimming pool....**DR. LEON LEVY**—a few tennis lessons....**GLENN SNYDER** — a small farm....**FRANK STANTON** — a phoneless hideaway....**BERNICE JUDIS**—a time stretcher....**IRA HERBERT**—another Berniee Judis....**DAVID SARNOFF**—one more award....**TED COTT**—a Parisian doll....**ALLEN FUNT**—a squawkless sponsor....**JERRY STRONG**—a national sponsor.

LLOYD EGNER—another Canadian trip ....**L. B. WILSON**—the good old days.... **ROGER CLIPP**—a 16-hour day....**ARCH BRAUNFELD — MARTIN BLOCK** — a chance to see the world....**HARRY WISMER**—a little peace and quiet....**JOE WEED** — another WTIC....**GEORGE F. PUTNAM**—a sponsor on each network.... **HENRY GREENFIELD**—a trip to Palestine....**ARCH SHAWD** — quick recovery from his accident....**DON SERLE**—larger transom....**HARRY STONE**—one more "Grand Ole Opry"....**BILL WAY**—a good supply of replacement parts for his engineers....**MAURY LONG**—automatic machine that produces renewal contracts.... **MARVIN KIRSCH**—a dunlap erradicator for his Long Island lawn.

CARL HAVERLIN—a statue of Lincoln in Pasadena....**SIDNEY KAYE** — next spring and a butterfly roof....**CHARLES A. WALL**—a budget with the complaints removed....**TOMMY TOMPKINS**—another Hindemith....**ROBERT J. BURTON**—if it's for free—yes....**JULIE STEARNS**—just a tiny hit song....**JEAN GEIRINGER**—something from Europe that looks good in English....**GEORGE MARLO**—more elevator operators at the Hotel Astor.... **M. H. SHAPIRO**—a friendly architect who knows a builder who gives 20 per cent off ....**ROY HARLOW**—somebody to talk to at 8:45 ayem—in the office, that is.... **HARRY SOMERVILLE**—4,500 hotels and nite spots.

BOB SOUR—another "Body and Soul" ....**MILTON RETTENBERG**—Fred Allen back on the air....**H. V. KALTENBORN**—the ideal place to hold the annual Pioneers banquet....**HENRY MANNERS**—a portable TV set and only one more record album....**RUSSELL SANJEK** — a typewriter that does its own scripts....**HY REITER**—his own print shop....**CECIL CARMICHAEL**—a Gordon McRae record ....**BOB HUTTON**—a few double-trucks ....**IKE DIAMOND**—an IBM super-robot. **LISA KIRK**—three of her hubby's (Bob Wells) songs on the Hit Parade....**GUY LEBOW**—"Oh, to have Kathryn Grayson singing to me beside a fireplace".... **CATHY MASTICE**—to star in the Music Hall Christmas show each year just as she's now doing....**BOBBY COLT**—to have another hit record similar to "Scattered Toys" ....**CONRAD THIBAULT**—a couple of his old commercials back....**SHERIFF BOB DIXON**—to have every man in town (most of 'em are frustrated cowboys, anyway) get his wish to be a cowhand....**CARL KING**—his phiz on television daily and twice on Sunday.

STAATS COTSWORTH—a fat part in a B'way show....**FRANK GALLOP**—to continue making this col'm's annual list of snappiest-dressers....**JERRY LAYTON** — can't wait for that March honeymoon.... **MONICA LEWIS**—a mistress-of-ceremonies role on her own TV'er....**JANE PICKENS**—some more meaty roles such as she had in "Regina"....**ROBERT MERRILL**—a TV series of his own....**MOE GALE**—a couple of more artists like Pickens and Merrill....**AL WILDE**—time off for a little canasta now and then....**TIM GALE**—some time off so he can 'take' the aforementioned Al Wilde in the aforementioned canasta....**THE MARINERS**—a couple of more hit records.

JOHN TILLMAN— some more emcee roles in TV....**HARRY HERSHFIELD**—50 more years of making 'em laugh.... **ROGER KAY**—a quick sale on the Mady Christians show....**MARTY GOODMAN**—a quick sale on any show....**LESTER LEWIS**—a TV show of her own for Pat Bright....**HANK SYLVERN**—a couple of more shows to work together with his wife, Jeanne Harrison....**DON DUNPHY** — plenty of mistletoe for Frank Connif, who tagged him the best boxing broadcaster of the year....**EDDIE DUNN**—a few more quizzers.

MEL ALLEN—a subway series again ....**RUSS HODGES**—the same—only one that his Giants can get into....**MINA BESS LEWIS**—to land on a TV quiz panel and show some of that trigger-thinking she did on "Charade Quiz"....**JIM BOLES**—some more TV shows playing opposite his wife, Athena Lorde....**FRED WARING**—just to continue playing the sort of music that inspired Toscanini to tell a reporter he'd like to meet him....**JIM SAUTER**—a couple of good committee-members to share some of that load.

ED & PEGEEN FITZGERALD—a fast way to commute from their Hay Island retreat....**HARRY WISMER**—faster planes to take care of all that cross-country traveling of his....**ED BYRON**—a few more "Mr. D.A.'s"....**CHARLOTTE MANSON**—everybody to be as happy as she is with her brand new groom....**ED WOLF**—that they never "Break the Bank"....**BILL GARGAN**—a long run for "Martin Kane"....**JOE FRANKLIN**—to see a long-eherished dream come true — two-a-day vaudeville under his banner.

ROBERTA QUINLAN — nothin'. She just got a brand new five-year contract from Mohawk....**ALFRED DRAKE**—a dramatic role either on the B'way stage or a TV series....**PETER DONALD**—Santa to bring him a new nite-time comedy radio package....**HERB SHRINER**—a return to the rural sincerity that country towns are noted for....**MIMI BENZELL**—reviewers to repeat the lavish praise heaped on her for her Hotel Pierre thrushing....**HERB SHELDON**—"a world mindful of peace, where everyone has peace of mind."

SAMMY KAYE—time off from the bandstand to spend several days skiing up in Santa's backyard....**BILL SLATER**—to lick his wife, Marion, in a tennis match ....**MARLOW LEWIS**—a couple of more winners like "Luncheon at Sardi's" and "Toast of the Town"....**GARY STEVENS**—a TV series to follow each baseball game tagged "Grandstand Managers," to kick around the wisdom of the plays of the day ....**BETTY CLARK**—everyone to follow her motto: "The way to be happy is to make others happy"....**RALPH EDWARDS**—an eight-day week....**MOREY AMSTERDAM**—to pen a best-seller.... **MILTON BERLE**—to settle down in dear old Calif.....**FRED ALLEN**—not to settle down in dear old Mass.

ELLIOTT LAWRENCE—to see polio kayo'd....**BEN GRAUER**—to do a special events broadcast from the top of Mt. Everest....**HARRY SALTER**—a stocking full of 'Mystery Melodies' for "Stop the Music" ....**GUY LOMBARDO**—an atomically propelled speedboat....**DAN SEYMOUR**—a three-dimensional television set....**MARGARET PHELAN**—a substantial interest in the Brooklyn Dodgers or the Yanks.... **KATHI NORRIS**—scent-evision, so she can sell perfume over the air....**HILDEGARDE**—color TV.

ED WYNN—wants his two front ribs that he recently cracked by slipping in his shower....**MERLE S. JONES**—a million dollar order on the Columbia Pacific network....**NORRIS "Tuffy" GOFF,** (Abner) —wants a trip home, and for the fist Christmas in 19 years that's what his family and he are going to do....**GEORGE W. ALLEN**—somebody to move the High Sierra's trout fishing closer to Hollywood.... **GARRY MOORE**—one church for all.... **FORREST OWEN, JR**—a swimming pool, not necessarily filled with Alka-Seltzer, to relax after ten shows a week....**WAYNE R. STEFFNER**—wants Merel Jones to get his wish....**STUART NOVINS**—a warm January 2 for the Rose Bowl Game and Parade....**MURIEL HORNER** — expandable studios at KNX....**JACK BECK**—peace in radio for men of good will.... **A. E. JOSCELYN**—enough time to get through the work that piles up over the holidays so that I can start the New Year with a clean desk....**WILLIAM BRENNAN**—14 points and California in the Rose Bowl Game....**GUY DELLA CIOPPA**—4 tickets to Jack Benny, just like anybody else....**CHET HUNTLEY**—one fifth of the wisdom and integrity that a reporter needs in the face of the day's developments.

JOAN DAVIS—good ol' St. Nick to "Leave It To Joan"....**EVELYN KNIGHT**—wants Santy to bring her another "Little Bird"....**THE OZZIE NELSONS**—just

(Continued on Page 11)

Season's Greetings

CARL POST & CO.

1595 Crossroads of the World

Hollywood, Calif.

Publicity — Public Relations

Wishes for a Bright N' merry Xmas and a Happy New Year

What They Want for Christmas

For lo! the days are hast'ning on, By prophets seen of old,
When with the ever-circling years, Shall some the time foretold,
When the new heav'n and earth shall own The Prince of Peace their King,
And the whole world send back the song Which now the angels sing.
—E. H. Sears and R. S. Willis

(Continued from Page 10)

want Santa's greetings—they have everything else they want this year....**JUDY CANOVA**—would like a good starring vehicle, the kind without wheels....**CARLTON E. MORSE**—asking Santa for health and happiness for "Every Man's Family"....**BILL GARGAN** — wants a "Private Eye-ful'....**MASTERSON, REDDY AND NELSON**—would like some nice shiny cycles for Christmas—kilocycles.

JEAN HERSHOLT — could use more space for his ever-expanding collection of first editions, but more than nothing, the fulfillment of "peace on earth, good will to man"....**BARBARA WHITING**—a trip to New York City....**K. T. STEVENS**—a gift that would run well into the New Year—have her husband's (Hugh Marlowe) film assignments keep him in Hollywood instead of out of the country ....**ROSEMARY DECAMP**—can't think of anything offhand, but it would be nice to have more time with my family and STILL do all the film and radio work I do....**DINAH SHORE**—to have every record a hit like "Dear Hearts and Gentle People" and never flop in a session....**ROBERT YOUNT**—I'd like "Father knows best" the slogan at home, as well as NBC. You try getting the last word with 4 daughters....**MARILYN MILLER**—not to look so sexy on the screen so scenes will not be cut out of my pictures like that comic bubble dance in "Key To The City"....**HENRY C. ROGERS**—a camera with automatic lighting so that all the faces are lighting so that all the faces are lighted properly....**JACK SMITH**—to have another 1000 broadcasts for Oxydol as happy as the last 1000.

GALE STORM—would like more time in 1950 with her three boys than she was able to have, because of so many film commitments, in 1949....**ELYSE KNOX**—would like to continue enjoying the same good health and happiness as were hers in 1949, with a few good pictures to do for Monogram....**WHIP WILSON**—a fine ranch in the west end of the San Fernando Valley....**HUNTZ HALL**—a top role in a Broadway musical....**ROD CAMERON**—a trip to Europe....**FLORENCE MARLY**—real contentment, and the sense of achievement....**JOHNNY MACK BROWN**—a bit of good hunter's luck when duck and deer seasons roll around....**RENO BROWN**—the ability to schedule picture making and personal appearance programs so she may have at least a full month on her ranch in Nevada, instead of just a day or two....**JOE KIRKWOOD**—more pictures to do and more golf tournaments to enter.

PAUL HEINECKE—to make as many fine and loyal friendships in the industry in the year to come as in the past....**K. A. LADASSOHN**—another 500 subscribers to the SESAC Library this year....**JIM MYERS**—water, water, everywhere....**LOU TAPPE**—oh, I'll settle for a new Cadillac convertible....**BOB STONE**—Colette Marchand from the "Ballets de Paris"....**JOHN CASEY**—a pair for "South Pacific"....**DUKE POKLITAR**—four weeks at Hobe Sound, Florida....**RALPH BARUCH**—a car that can't be wrecked..nohow....**IRVING WEISS**—just let SESAC's 1950 be just as wonderful as 1949.

ELAINE FOX—more time for romances ....**HOWARD KLARMAN** — more and more publicity....**JACK BARRY**—all I want for Christmas are my two front Hoopers....**DAN EHRENREIT**—to see the next three months pass quickly, reason—a new baby coming....**ERNIE SIMON**—a coast-to-coast TV show on CBS....**JERRY CAMPBELL**—more TV film commercials....**ROSEMARY WAYNE** — satisfied just to be Chicago's leading feminine disc jockey....**FRANK McGIVERAN**—more "sports exclusives" for the 50,000 watt Labor station....**FRANK SCHREIBER**—have all shows originating in the multi-million dollar WGN building now under construction....**GLENN SNYDER**—a full time outlet....**TOMMY BARTLETT**—more personal appearances around the country....**LES LAIR**—ditto....**FRANN WEIGEL**—more London recording dates....**ART HARRE**—a full-time operation....**LES ATLASS**—less trips to Henrotin Hospital....**GENE McDONALD** — phonevision **HOWARD LANE**—success of the new FM Functional Music firm....**BILL PUTNAM**—success of his new Williams Music Publishing firm....**BEN PARK**—a new sponsor for "It's Your Life"....**DAVE GARROWAY**—success of his new Congoleum-Nairn TV show....**JACK BRINKLEY**—more business....**WALT SCHWIMMER**—more "Tello-Test" "Tune-Test" and "Deems Taylor" sponsors....**MORT JABOBSON**—more stations buying his syndicated shows.

A. M. ARMSTRONG, JR.—good health for the family....**BILL RICHMAN**—a pair of skis....**FRED BROKAW**—a ferry to get him to his job....**BURL ELY**—some way to show his boss, Oliver Gramling, his deep appreciation for the many kind things ....**PAUL GIRARD**—a few more annual contracts....**GENE POPE, JR.**—immediate FCC approval on WINS....**CHARLIE BALTIN**—complete mastery of all languages spoken on WHOM....**RALPH COSTANTINO**—a machine to help him apologize to the hundreds of people who can't be accommodated at WHOM's broadcast....**WILLIE BRYANT** and **RAY CARROLL**—200 additional Christmas baskets for their Christmas dinner campaign for the needy ....**CARL BIXBY** — happiness....**GEORGE JASPERT**—automatic secretary.

JOHN MAYO—a New York suite....**LINNEA NELSON**—a tailor to do some remodeling....**FRANK HEADLEY** — less traveling....**FREDERIC ZIV**—dinner date with this writer....**ARDEN PANGBORN**—a visit from some of his New York friends to his home....**BILL O'NEILL**—extension of his station operation to a national network....**CHARLES JORDAN**—a flying horse....**LOU GOLDBERG**—another amateur show....**JACK GROSS**—a good old - fashioned snowstorm....**WILLIAM FAY**—a month's vacation anywhere....**JOHN ELMER**—some time for his grandchildren....**G. W. GRIGNON**—automatic train to Chicago....**BILL DOLPH**—another Fulton Lewis, Jr....**PETE WASSER**—a few more station accounts....**W. WRIGHT ESCH**—a new set of tires....**HOWARD LANE**—a 70 golf score....**JOHN SINN**—a couple of weeks with his family....**HERB ROSENTHAL** — a few more benefits....**LEONARD REINSCH**—another Presidential job....**JIM LEGATE**—television station in Miami Beach....**CLAIR McCOLLOUGH**—a turkey farm....**HARRY SEDGWICK**—an easier way to build a television station....**HARRY S. GOODMAN**—a weather vane....**CY LANGLOIS**—good health.

(Continued on Page 13)

Here's Wishing All Our Friends

A Happy Christmas
and
A Prosperous 1950

From The Gang At

TELEWAYS
RADIO PRODUCTIONS

8949 Sunset Boulevard Hollywood 46, California

Suggests Changes In CBC Financing

(Continued from Page 5)

of both the CBC and privately-owned stations would be set up.

It was his opinion that the CBC should have as its objectives the unification of Canada by exchange of views, talents, history and customs of the provinces; development of talent and ability of Canadian artists; and raising the standard of all broadcasting in Canada.

He also advocated that privately operated stations be permitted to form national and regional networks. At present, the only national networks are operated by the CBC, which can give permission for private stations to set up small regional networks.

He urged that the CBC operate studios for production of Canadian television programs to be made available to privately-operated television stations. There was no need for the CBC to go to the expense of operating television stations, he said.

1906 Henri 1949
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Season's Greetings

LARRY FINLEY
Transcriptions, Inc.

8983 Sunset Blvd.
Hollywood, Calif.



Man About Manhattan. . .

● ● ● IF I WERE SANTA CLAUS: With the strains of "Silent Night" singing over the airwaves and holly wreaths meeting the eye at every turn, this column, as usual, dons a slightly moth-eaten Santa suit, fills out the stomach with a batch of press releases and does a little gift-distributing on its own. Is my beard on straight? Okay, let's go. . . . I'd put a video screen on the ceiling of every hospital bedroom so folks could lie back and enjoy the shows while relaxing—things would really be looking up for 'em then. (But I'd spank long folks who sell radio short). . . . I'd simulcast each of the top programs right now because I feel that even with Jack Benny reading the script, as he does on radio, thousands would love seeing it. . . . I'd hand a sock to studio audience members who must stand up and wave when video cameras are turned on 'em—why be bores via such an expensive cable?

☆ ☆ ☆ ☆

Worthington Miner, responsible for such goodies as "Studio One-derful" and "The Goldbergs," would be the one allowed to decorate the tree. . . . I'd put Abe Burrows and Fred Allen to work writing original Christmas cards—so that Yuletide greetings would have sparkle and wit to them. . . . Paul Winchell's Jerry Mahoney would get his wish and joust with E. Bergen's Charlie McCarthy—and let the splinters fall where they may. . . . Walter Kiernan would be commissioned to wake me every morning by whispering a happy-go-lucky yarn. . . . Robert Q. Lewis would be a veritable Jack Frost and become a winter replacement for less funny comedians. . . . My favorite interviewer, Bill Slater, would cover my departure from the North Pole—and more recognition would be forthcoming for indie producers and agency minds the likes of Marlo Lewis, Herb Moss, Jack Wyatt and Myron Kirk.

☆ ☆ ☆ ☆

● ● ● I'd dig into my bag and come up with a TV set for every shut-in so they could dissipate loneliness and boredom by watching such big-leaguers as Milton Berle, Arthur Godfrey, Dave Garroway, et al. . . . I'd leave a memo for every comedian who thinks he can handle dialect to study the naturalness of "The Goldbergs." . . . There'd be lots of jingle bells for both CBS and NBC for deciding to give their employes a holiday bonus. . . . I'd make the welkin ring with praise for Vic McLeod's production ability—and Herb Sheldon would rate a hug and a kiss for his daytime aide to the housewives. . . . I'd give a candy cane to writers of commercial jingles—you may joke about them but they sell the merchandise. ("Halo, Everybody, Halo," for instance, built a mint for its creators). . . . Under the mistletoe kisses for Barbara Welles 'cause of her interesting women's show; ditto lip greetings to Dorothy Kirsten, fine classical singer with a good pop ballad and similar pucker action to Pauline Frederick, ace reporter.

☆ ☆ ☆ ☆

● ● ● I'd keep sending greetings, in the form of contracts for their clients, to such aggressive, worthy personal reps as Martin Goodman, Kay Roberts and Mildred Fenton. . . . Lots of goodies would go to Betty Clark, the teen-aged blind girl whose courage is an inspiration to any handicapped person. . . . I'd make a present of golden film to Allen Funt for bringing his Candid Camera to the whirl. . . . An immediate return to the air and video for lovely Jane Pickens, now in the best voice of her career would be one of my prime missions. . . . And to the many, many artists I didn't mention, but who are the nicest people any Santa Claus could hope to meet, I give 1950—a lusty infant—which I hope they will nurse carefully so that he can grow up to be a source of pride and gratification to them. Merry Christmas!

Educational Series Planned By WHOM

(Continued from Page 5)

radio programs will also be publicized in Americanization classes in the city's schools.

The "Operation Naturalization" has been in the planning stage since the early Fall. Course material used is based on Immigration and Naturalization Service publications.

Dr. J. Maurice Richman has been assigned by the Board of Education to work with WHOM in planning and conducting classes and broadcasts. Charles Baltin, assistant manager of WHOM, will coordinate the broadcast and classroom activities.

ABC Expands Script Staff For AM-TV Programming

(Continued from Page 5)

Sklar has written for "Cavalcade of America" and "Inner Sanctum" as well as other network shows and Miss Oldham has scripted a number of radio serials.

Xmas Greetings
Campbell-Cahill Studio
TV Film Commercials
360 N. Michigan Avenue
Chicago 1
FRanklin 2-4649

Holiday Greetings
From
MAURY FOLADARE
&
Associates
Hollywood

What They Want for Christmas

(Continued from Page 11)

ARTHUR CHURCH—the old NAB days to be revived....**HAROLD BURKE**—business boom in Baltimore....**VAL ADAMS**—more personality photographs....**BILL STARK**—would like to see a broad loom on his horizon....**CY HARRICE**—a bottle of sea-sick remedy....**WALT WARNER**—a 1937 Cord automobile....**HANK CHRISTAL**—some peace and quiet....**TED HUDES**—a Baedecker....**ED SIMMONS**—a watch band....**RAY NELSON**—a printing press....**CHUCK CHRISTENBERRY**—a pair of elevator shoes....**DAN, KARL** and **JACK LANDT**—a pitch pipe....**DANNY WEBB**—a comic book....**THE ASSOCIATION OF FCC ENGINEERS**—some anti-freeze....**ARCHIE BLEYER**—a gray hair....**JANETTE DAVIS**—a re-run of "My Man Godfrey."

CHET STEWART—ear muffs....**JOHN HOWELL** — a cowboy suit....**HENRY SOUVAINE**—an opera guide....**HENRY (HOT LIPS) LEVINE**—a life membership in the Chamber Music Society of Lower Basin Street....**GEORGE NELSON**—to run horse races on a Mohawk carpet-covered track at Saratoga, for purses to be paid off in Pepsi-Cola....**DR. SYDNEY ROSLOW**—an increase in his pulse rate....**HAROLD SCHENEIDER**—a pair of roller skates....**LES HAFNER** and **CHUCK YETTER**—a season pass to **STOUFFER's**....**EVAN ANTON**—a set of keys to the floor below....**LIDO BELLI**—a bar-tender....**I. P. SULDS**—a copy of Robert's Rules of Order....**JEWEL STEVEN**—a lip stick.

THE SANGERS—a course in music appreciation conducted by Dizzie Gillespie....**TOM VALENTINO**—a new sound effect....**RUSS HUDSON** — a magnetized tape worm....**HARRIET MARGULIES**—John Lund....**MORRIS ALTSCHULER**—a girdle....**ERNIE STERN**—a technical dictionary....**IRV ROSTEN**—a pair of glasses.

STANLEY HUBBARD—fishing trip to Florida....**JOE LANG**—a few more cities for his wire business....**BENEDICT GIMBEL JR.**—a Coming and Going....**NAT ABRAMSON**—a few more horses and dogs....**EARL H. GAMMONS**—a pipeline to the White House....**GEORGE LASKER**—a few more branch offices....**KOLIN HAGER**—an easier way to get to Schenectady....**KATE SMITH**—another Ted Collins....**NILES TRAMMELL**—a few less rumors....**HAROLD FELLOWS**—someone to write a few of his speeches....**HAROLD HOUGH**—a better market for his mules and steers....**PEGGY STONE**—a couple of new stations....**REGGIE SCHUEBEL**—an easier way to get presents for REC.

BOB DUNVILLE—a new gavel....**JOE CREAMER**—some time to create some of his great ideas....**BOB PATT**—family gathering....**BERNARD BERK** — good health for his wife....**GEORGE W. TRENDALE**—a good publicity director....**PAUL RAYMER** — another Fred Brokaw....**MICHAEL SILLERMAN**—one good sponsor....**EARL HAMMONS**—a new television idea....**GEORGE BURBACH**—a Pulitzer award....**BEN ROSNER**—a chance to exploit some of his ideas....**JIM TYLER**—larger appropriation....**LOU HAUSMAN**—a rumor to do away with all rumors....**GENE CAGLE**—prosperity for his Texas Network....**TOM TINSLEY**—another Jake Embry....**JOE KATZ**—another WITH....**JAKE EMBRY**—a time stretcher.

IRV MATTAWAY—more stations realizing what a good deal he has....**MERLE WATSON**—more TV stations so he can do the job for them that he did with WBKB....**JOHN MITCHELL**—get in the black....**JOHN MOSER**—more legal entanglements....**JIM AMECHE**—success of his new recording studios....**FORREST LEWIS**—success of his new furniture store in Skokie....**JOHN NORTON**—more Chicago originated programs....**CHICK SHOWERMAN**—more talent like Dave Garroway....**ROSE DUNN**—more TV clicks like her "Stop The Record" package....**JOHNNY DESMOND**—to hear from his old G.I. buddies.

BURR TILLSTROM—retain his status as owner of the top TV puppet show....**BEULAH ZACHARY**—stay put in one place....**"RED" QUINLAN**—success of the 2nd annual Chicago Television Council confab next March....**RALPH ATLASS**—retain his high ratings....**BERNARD MILLER**—make Chicago fully FM conscious....**ED WHEELER**—more stations as successful as his Evanston operation....**FRANK ALLISON**—more Decca recording dates....**JACK OWENS**—another "How Soon"....**BRAD EIDMANN**—WAAF: Commencement of full-time operation.

LARRY SEMON—everything for you that you'd wish for yourself....**GIL FIELDS**—just make it music....**JOHN HILL**—status quo for everythings OK now....**S. C. CANDILORRA**—just make it double in joy and happiness and good fun....**K. T. MURPHY**—a money-back guarantee....**WILMOT LOSEE**—a chartreuse commerbund with matching spats....**JOSEPH BESCH**—either Rogers or Clark to guide guests to his Mt. Kisco home....**DICK SISON**—influence with the New Haven RR to move Cos Cob (Conn.) two miles north....**BETTY TEVIS**—two tickets to the Kentucky derby....**JOSEPH DURSO**—a teletype machine with one-knob picture control.

HOPE EMERSON—a handbag that will hold all the things I would like to carry in one....**JACK MARSHALL**—a good sponsored TV show for Butchy McGurk....**ESTELLE TAYLOR** — a new feather coat for POLLY. She flew too close to the oven....**LARRY FINLEY**—a 10 gal. jug of asprin. (P.S. For our TV Dept.)....**PAUL V. COATES**—a neatly tied package of Alka-Seltzer....**RENEE DeMARCO**—a silver blue mink stole....**MARC LAWRENCE**—to cease being typed in "tough guy" roles....**RONNIE GANS**—that all wool sweater a certain femme has been knitting....**CHARLEY FOY**—continuance of good business....**CHARLEY MORRISON**—another happy year with my Mary....**GEORGE JAY**—a sponsor that will put my disc jockey show TC....**LEWIS WARD**—a new contract....**BILL HIBLER**—a pal for Tuffy....**LEN STONE**—another chocolate factory and more people catering to that "sweet tooth"....**ALICE WHITE**—a good juicy part in an "A" production.

JACK ROBBINS—the old time heart and spirit that formerly pervaded the Music Industry....**AL GALLICO** and **HAPPY GODAY**—hits for their respective firms that they were associated with while working for Leeds Music....**DEANNA BARTLETT** and **MAURICE HARTMANN**—another "I Don't Want To Set The World On Fire"....**ABE OLMAN**—a twin who could make the trips to the coast for him while he stays in town to set up and regulate national exploitation on songs of the Big Three....**BESSIE STASNY**—a few of the old time hits the firm used to employ....**AUGUST W. GREBE**—a 1 KW station from the FCC....**FRANK LAMARR**—every Forster song to enjoy the vogue and sustained popularity of "I Get The Blues When It Rains"....**LOU LEVY**—old time showmanship and ultra modern salesmanship to stimulate national interest in MUSIC....**FRED E. AHLERT**—adoption of a new Consent Decree which would safeguard the interests of all ASCAP members and all ASCAP licensees.

Holiday Greetings

FROM

J. J. ROBBINS & SONS, INC.

PUBLISHERS OF

"GENTLEMEN PREFER BLONDES"

Jack Robbins Buddy Robbins Marshall Robbins

1619 BROADWAY, NEW YORK CITY

West Coast Manager
GOLDIE GOLDMARK
1537 No. Vine St., Hollywood, Cal.

Mid-West Manager
VIC DUNCAN
Woods Theatre Building, Chicago, Ill.

Nine CBS Programs In Top Hooperatings

(Continued from Page 5)

and Charlie McCarthy, 17.3. Eight of the top ten spots were CBS with NBC taking the other two.

Big Town at 16.8; Walter Winchell with 16.7; People Are Funny, 16.1; This is Your FBI, 15.9; and Mr. Keen, 15.8 completed the list.

The daytime programs found Ma Perkins leading with 7.7 followed by the Romance of Helen Trent, 7.6; Arthur Godfrey, 7.1; Aunt Jenny, 7.1; and Guiding Light, 6.8.

NBC Tuesday; ABC Friday

Average program Hooperatings show CBS ahead of the other networks on Sunday, Monday, Wednesday, Thursday and Saturday nights with NBC on top on Tuesday and ABC on Friday.

O'D. Wedding On MBS Inside, Outside Church

(Continued from Page 5)

arrived Silvers' broadcast an on-the-spot report and then turned the mike over to his wife, who was covering inside the church. She described the arrival of Miss Simpson and then the actual wedding ceremony began.

Virtually all of Stuart's 3,000 people turned out to watch the arrival and departure of the Mayor and his bride.

Robinson Guesting

Jackie Robinson, Brooklyn Dodgers second sacker, will appear on the Dec. 27 broadcast of ABC's "Town Meeting of The Air" where he will discuss "Can Youth Have Faith In The Future."

A
Very Merry
Christmas

From

MARGARET

ETTINGER

Indies Of Metropolitan Area All Join In Salute To Xmas

(Continued from Page 5)

the major part of the special programs have been scheduled for this Saturday and Sunday, December 24 and 25.

On the night before Christmas, many stations will carry candlelight services and Masses from the city's churches. The first of these will be broadcast by WOR from St. James Protestant Episcopal Church from 5:30 to 6 p.m. WOR will follow with the Midnight Mass from St. Patrick's Cathedral from midnight to 1:55 a.m. Francis Cardinal Spellman will preside.

Carol singing from the Cathedral will be broadcast by WNEW before the Mass from 11:35 to midnight. The choir for men and boys under the direction of Dr. Charles M. Courboin, the college choir and the boy's choir will be heard.

A Mass from the Church of the Blessed Sacrament will be carried by WMGM from midnight to 1:30 a.m. The Right Rev. Msgr. Fulton Sheen will deliver a sermon on "Christmas." WHOM will carry the midnight Mass from the Church of the Sacred Heart and St. Stephens in Brooklyn and WOV, the Mass from the Paulist Fathers Church, both beginning at 11:30 p.m. The candlelight service from the Bedford Park Congregational Church in the Bronx will be heard on WBNX from 10:30 to 11 p.m.

Many Musical Features

While awaiting Santa, New Yorkers will have a wide variety of musical programs and features. WINS will run four hours of "music to trim the tree by" from 8 p.m. to midnight.

Round the tree is the WEVD event on Christmas Eve from 11 to 12. WWRL's Trimming the Tree will be heard at the same hour.

Christmas music from 9:30 p.m. to 1 a.m. will be aired over WQXR, on December 24. Handel's The Faithful Shepherd Suite is included. WLIB will run carols and other programs throughout the day on the 24th. The Y Hour and The House That Jack Built from 7 to 9:30 a.m., The Polish Show and the Spanish Program in the afternoon, will highlight the day's festivities.

WMCA will tell Kate Douglas Wiggin's story, The Bird's Christmas Carol, on the day before Christmas from 9:03 to 9:30 p.m.

Will Present The Messiah

Handel's great oratorio, The Messiah, will be heard in full over WQXR from 3 to 6 p.m. on Christmas Day. WMCA will give excerpts from The Messiah on Xmas morning from 8:03 to 8:30 a.m. WNYC will also broadcast the full selection on the 25th from 2 to 4:30 p.m. The Long Island Choral Society will use parts of it from 2:35 to 3 p.m. over WHLI. A Prelude to Christmas on WBNX from 11 to 12 Christmas Eve also includes excerpts from the Messiah.

Christmas stories will be dramatized by New York's stations. Among these is The Story of the Nativity featuring Walter Hampden to be broadcast over WHLI from 2 to 2:30 p.m. and over WNEW from 3:35 to 4 p.m. on Christmas Day.

The Christmas Carol narrated by Basil Rathbone will be heard over WNEW on the 25th from 5:00 to 5:30 p.m. WOV will go to White Plains on Christmas Eve at 8:45 to pick up the narration of Christmas Story from the Cardinal McCloskey School. A program of carols from the same school will be carried by WBNX at 9:45 a.m. on December 24.

The Old, Old Story will be told over WWRL on Christmas morning by the Rev. Thomas S. Field of the First Baptist Church of Flushing. A Christmas play in Italian will be broadcast by WHOM on December 25 at 6:00 p.m.

"Littlest Angel" Programmed

A dramatization of the U. S. Army and Air Force, My Son is a Wise Man, will be a WEVD feature from 10 to 10:30 a.m. on the morning of the 25th. The Littlest Angel with Loretta Young will be a WMCA feature from 8:30 to 9 a.m. WMCA will carry in addition the Nativity dramatization from 6:30 to 7 p.m. on December 25.

Humperdinck's opera, Hansel and Gretel, as recorded by the Metropolitan Opera, will be carried by WQXR on the night of the 25th from 8:05 to 10. Music for children with recordings from Peter and the Wolf, will also be heard on WQXR on Saturday morning from 8:05 to 9 a.m.

Other unusual broadcasts have been prepared. Jesus Christ and Karl Marx, a broadcast made last Christmas by the late Pulitzer Prize winning commentator, H. R. Knickerbocker, will be presented again on WOR on Christmas Day from 8:45 to 9 p.m. In addition, WOR will broadcast the annual Christmas message by King George VI of England from 10:15 to 10:30 a. m. on December 25. Under the Christmas Tree with John Gambling is still another WOR morning feature from 8:30 to 9.

Christmas legends the world over will be told over WVNJ in Newark on Christmas Eve from 11 p.m. to midnight on the program, Christmas, 1949. WVNJ will also carry stories behind world-famous carols on Christmas Day from 10 to 10:30 p.m.

Mutual Wk.'s Billings Close To $3,000,000

(Continued from Page 5)

Fair" originating in Chicago. About 410 stations will carry the program under Miles sponsorship. Wade Advertising Co. is the agency.

Anahist Co., Inc., represented by Foote, Cone and Belding, has agreed to sponsor two one-half-hour, weekend programs starting in January in behalf of the company's anti-histimine cold killer. Programs are: an audience participation show for which the format details are now in the working stages, at 5:30 (EST) on Saturday, and "Adventures of The Falcon" over the full web on Sundays, 7 to 7:30 p.m. (EST).

"Rebuttal" is the title of a new 15-minute weekly news correction program which has been signed by Muntz-TV to plug Muntz television sets at 9:15 p.m. on Sundays. Michael Shore is the agency.

Another sponsor whom Mutual has signed is Bowey's Inc. in behalf of Dairi-Rich flavoring extract. Program to be sponsored is a 15-minute Radie Harris Hollywood News show starting in January. Agency is Sorensen and Co., Chicago.

Mutual recently signed a number of new sponsors for one-shots, including Capehart-Farnsworth, Paramount Pictures, 20th Century-Fox, and the Faydrex Corporation.

Economic Progress Review Featured By Adv. Council

(Continued from Page 5)

explains why Americans live better, how machines make jobs, standards of living and concepts of freedom and security. A 10-point platform for all Americans endorsed by the council's public policy committee is given.

The council is urging a mid-century ad campaign to local and national advertisers. Four agencies, BBD&O, McCann-Erickson, Inc., J. Walter Thompson Company, and Young & Rubicam, Inc., are donating their services in behalf of the drive.

Merry Christmas
and a
Happy New Year

CHARLOTTE ROGERS
Publicity
6627 FRANKLIN AVE. HOLLYWOOD, CALIF.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 21, 1949—TELEVISION DAILY is fully protected by register and copyright

TV PROGRAMMING REFLECTS XMAS

TELE TOPICS

WE'RE GOING to do our Christmas issue today, the boss said, so make your column a kind of personal message to our readers. After spending all morning staring at a blank sheet of paper, we rejected the idea of filling this space with gay witticisms and instead will let our fingers run unguided over the keys. In other words, old-fashioned pot luck. Here goes: Would that it were only possible, we would fill TV's greatest need—scores of writers with fresh new ideas and the talent and ability to translate them into good shooting scripts. We would also provide bold, creative, imaginative producers and directors and give them the freedom to use these scripts in original manner, free from ratings, both quantitative and qualitative, and free from the hackneyed formulas of radio and movies. For not until such a happy situation exists will television come close to realizing its potentialities.

•

AND AS Christmas draws near, we would like to say thanks: To Burr Tillstrom and Fran Allison, for the happiest show on earth and for being such swell folks. . . . To Tony Miner, for Caesar, The Medium and other masterpieces on "Studio One." . . . To Arthur Godfrey and Dorothy Doan, for being themselves and succeeding at it. . . . To Ward Byron, Jim McNaughton, Valerie Bettis and everyone else connected with the new Paul Whiteman show, not forgetting, of course, Pops himself. . . . To Messrs. Scheck, Dahlman and Black for "City At Midnight," a bold experiment in programming that should have succeeded, but didn't. . . . To Paul Belanger, for "Through The Crystal Ball." . . . To Marc Daniels and company for the consistently good "Ford Theater." . . . To Roy Marshall, for being the kind of prof. whose classes we would like to attend. . . . And by no means last, to our co-workers and everyone at the nets, stations and agencies for their invaluable help throughout the year.

•

AND NOW A FEW GIFTS: To Robert Q. Lewis, a fall-winter-spring job. . . . To Lee Cooley, another Swift Show. . . . To George Wolf, a four-star hit. . . . To Nat Rudich, an apartment. . . To Seymour Siegel and New York's eight million, a WNYC-TV. . . . To Don McClure, a station that can superimpose slide on film.. . . . To Gorgeous George, Mr. America, et al, movie contracts prohibiting TV appearances. . . . To Frank Young, an autographed photograph of Grover Whalen. . . . To all set-owners, a TV series featuring Groucho et freres. . . . To the industry, an end to the freeze and gallons of black ink. . . . And to everyone, everywhere, we emulate Dave Garroway to raise our hand in benediction and say—Peace.

Legends, Tradition And Literature Of Nativity All-Pervading Theme For Holiday Week-End; Several Pickups Of Church Services Planned

(Continued from Page 5)

the Midnight Mass from St. Patrick's Cathedral. Francis Cardinal Spellman, Archbishop of New York, will be celebrant. Program will continue until 1:20 a.m.

All regularly scheduled NBC shows will present holiday offerings, and a special two-hour program from St. Nicholas Arena will be aired by WNBT Sunday afternoon. Later that day the Armed Forces Hour will present "No Room At The Inn," dramatizing the work of armed forces chaplains.

Appearance of Cardinal Spellman on "Morning Chapel" today will open a series of special Christmas shows on the DuMont network. On Dec. 23, a special holiday program will be presented by Bob Emery on his "Small Fry Club," with Emery telling the story of The Nativity from the Gospel According to St. Luke, Hans Christian Anderson's "The Poor Little Match Girl," and Clement Moore's "A Visit from St. Nicholas."

Service From Grace Church

Later that night DuM talent will satirize themselves in a special show staged by Bob Loewi. Participating will be Morey Amsterdam, Richard Coogan, Pat Meikle, Kathi Norris, Wilbur Stark, Chuck Tranum, Vincent Lopez, Margaret Johnson, Dennis James, and George F. Putnam.

On Christmas Eve, the web will carry Candlelight Service from Grace Church and on Christmas Night an all-star party on behalf of the Sister Kenny Foundation will be aired.

Highlighting the Christmas fare on CBS will be the first showings of a number of films featuring the Vienna Philharmonic Orchestra. Films will be aired in a Christmas Eve concert featuring the overture to Rosamunde, Music of the Spheres, Eine Kleine Nachtmusik, and the first movement of Beethoven's Fifth Symphony.

Pageant Based On "Messiah"

A costume pageant of The Messiah will be presented Christmas Day on "Lamp Unto My Feet," which will be conducted by Dr. David N. Licorish, minister of the Abyssinian Baptist Church. In addition, all regular shows throughout the holiday week will feature special Christmas themes.

Two traditional Christmas plays, "Scrooge" and "Alice In Wonderland," and an enactment of the Yuletide in merrie England will highlight the ABC programs. "Scrooge," a British film based on Dickins' "A Christmas Carol," will be aired on Christmas Eve and again on Christmas Day.

Franklyn Pangborn will play the White Rabbit in the ABC version of "Alice" to be aired Christmas Eve on "Hollywood Screen Test." Jean Aubuchon will play Alice and John Hicks, an ABC floor manager, will come from behind the scenes to play the Mad Hatter.

TVA Seeks SAG Peace Parley, Scores Film Pact Negotiations

In its first official act, the board of newly-organized Television Authority has invited Screen Actors Guild to join with it in a TV partnership and asked SAG to hold up negotiations with film companies until the two groups can meet, preferably on Jan. 6, to "examine any and all possible proposals for peace."

The TVA proposals, contained in a wire signed by George Heller, national executive secretary, were made, the union said, in an effort "to arrive at a peaceful solution of the points at issue."

"We point out," the wire said, "that no wages or working conditions for film television have been submitted to our many members now working in film television for their approval or consideration, nor have they been asked to approve Screen Actors Guild as their sole collective bargaining agent, notwithstanding that the performers under TVA constitute the vast majority of the performers working in television.

"The negotiation of contracts without the consent of members is of course a futile act," TVA continued, "but it can also be harmful to all television performers no matter to which branch of the 4A's they belong. We therefore await your assurance that such negotiations will be held in abeyance pending our meetings with you and we cordially invite you to meet with our representatives at the earliest possible moment to examine any and all possible proposals for peace."

3rd NTFC Film Forum To Be Held Dec. 28

The third quarterly forum of the National Television Film Council will be held Wednesday, Dec. 28, at the Astor Hotel, it was announced yesterday by Melvin L. Gold, NTFC prexy. Forum will be comprised of three sessions. The first, a forum on distribution, will be held at 10 a.m. and will be headed by John Mitchell, sales manager for United Artists Television and W. W. Black, vice-pres. of Official Television.

Production Forum In Afternoon

At 1 p.m., the production forum, headed by Henry Morley, Dynamic Films and Jules Bricken, Screen Gems, Columbia TV subsidiary, will meet to consider a sizable agenda pertinent to the problems of producing television films. At 3 p.m., the station forum will meet, headed by Robert Paskow, WATV, Newark and Helen Buck, WCAU-TV, Philadelphia.

At 7 p.m., NTFC's dinner meeting at the Brass Rail at 521 Fifth Ave., will be highlighted by a Tween Holidays Party.

Theater-Tele Hearing Seen Early Next Year

(Continued from Page 5)

large-screen video until summer or later, there have been unofficial assurances from responsible officers of the FCC that an attempt will be made to work out time for the hearing before the resumption of testimony on color television in mid-February.

WPIX, NBC Score TV Beat In O'Dwyer Wedding Pix

Two New York TV operations, WPIX and NBC, scored a two-fold beat yesterday on the wedding of New York's Mayor William O'Dwyer. WPIX newsreel cameraman Frank Hurley boarded the New York News plane yesterday after the ceremony to deliver his films to the station where they were processed, edited and broadcast at 5:11 p.m.

NBC films were flown from Stuart to Miami in a chartered plane and then placed aboard a non-stop airliner for the trip to New York. Web gave stills of its coverage to the wire services and broadcast its clips on the Camel News Caravan which is heard at 7:45.

TO YOU OUR LICENSEES

Radio Stations . A.M. . . F.M. . . TV

Motion Picture Studios

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Phonograph and Transcription Companies

"Wherever music is made SESAC tunes are played"

TO ALL SESAC TRANSCRIPTION LIBRARY SUBSCRIBERS

Who broadcast the thousands of recorded selections to millions.

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HAPPY NEW YEAR

MERRY CHRISTMAS

TO ALL AFFILIATED PUBLISHERS

Whose music is the finest in the world

. . . . a wealth of it for every occasion and need.

TO ALL ADVERTISING AGENCIES AND ADVERTISERS

Smart showmen and salesmen

Who use SESAC music profitably.

FROM

SESAC, INC.

475 Fifth Ave.
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BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 55 NEW YORK, THURSDAY, DECEMBER 22, 1949 TEN CENTS

FCC ASKED FOR FULL HEARING ON FM

New Sales Approach Stressed By Woods

ABC's "bold thinking" which has made network radio available to the smaller advertiser, the regional advertiser, and the seasonal advertiser through new sales procedure is an outstanding phase of the network's 1949 activity, according to Mark Woods, ABC president, in his year-end statement for the current year.

Woods said that these new sales procedures include sale of time in less than 13-week cycles; the 25 and 5 plan whereby an advertiser can buy 25 minutes of time in the morn-

(Continued on Page 3)

Sun Oil Co. Renews News Program On NBC

Sun Oil Co. has renewed "Three Star Extra" heard five times a week over NBC at 6:45 p.m. (EST) for fifty-two weeks effective January 16, it was announced yesterday. The program originates from Washington and features newsmen Ray Henle, Felix Morley, and Ned Brooks. Announced by Hugh James, the show was introduced under Sunoco sponsorship in September, 1947.

Mo. Governor Honored By Advertising Club

St. Louis—A life membership to the St. Louis advertising club was presented to Forrest Smith, governor of Missouri, by C. L. Thomas, president of the club, general manager of KXOK and KXOK-FM, St. Louis, and president of Transit Radio, Inc. The presentation took place at the Advertising Club's 46th annual Christmas party, Tuesday

(Continued on Page 5)

What's The Copy?

WWDC was the lucky winner yesterday of one station break, valued at $60, on WTOP. Both are Washington stations. The station break was offered as a prize to any acceptable advertiser as part of the Advertising Club of Washington's annual Xmas affair. The winner of the award was Norman Reed, WWDC program manager.

Christmas Spirit

The National Broadcasting Company will change its station break call sign, for the one night only, on Christmas Eve when announcers will say "This is NBC, the Night Before Christmas."

Radio Advertising Approved By BBB

"Very few" of the 275 misleading advertising complaints in the men's wear field received by the Better Business Bureau in the first ten months of 1949 were traceable to radio, according to Richard Patterson, public relations director of the bureau. Patterson said that most complaints were traced to other media, especially newspapers.

Of the complaints on radio advertising received, Patterson continued, only about 25 per cent came directly to the Bureau from consumers. The greater majority, he said, came from

(Continued on Page 2)

Name Olive Head Of CBC Engineering Department

Montreal—Gordon W. Olive, native Montrealer who built his first radio transmitter as an experiment at his home in 1912 has been appointed CBC's first director-general of engineering services. Appointment of the 51-year-old executive, was announced by Dr. Augustin Frigon, general manager.

Olive is succeeded as chief engineer by Alphonse Ouimet, also of

(Continued on Page 4)

NAB And Armstrong Want To Discuss All Aspects Of Medium's Future; 'Minimum Operating' Rule Hit

Washington — The FCC was advised yesterday by both NAB and Dr. Edwin H. Armstrong to call a full-dress hearing on the whole problem of the future of FM. In the meantime, dozens of FM broadcasters filed objections to the Commission's proposal to stretch the minimum operating hours provision of the FM regulations.

Dr. Armstrong said the Commission owes it to the public to call a hearing "to determine why the benefits of FM broadcasting are not being made available to the public, except to a very limited extent."

The malady from which FM suffers, he said, "has deeper causes than merely a limited number of broadcasting hours; and the Commission's proposed amendment is directed at the sympton rather than the disease."

The inventor of FM said the Commission can blame no one but itself for the fact that FM has been denied the public. He explained that he does not mean the present Commission membership, but that the Commission of today must share responsibility if it learns the facts and does not act on them.

"The Commission," he said, "has

(Continued on Page 8)

Fly Gives Testimony At State Hearing

Daily broadcasts in Grand Central Terminal violate "the right to be left alone," James L. Fly, former chairman of the FCC said yesterday at a New York State Public Service Commission hearing on complaints of the system.

The hearing was ordered by the FCC last week at their offices in the Woolworth Building after many persons had registered their disapproval of the broadcasts. Fly was the first witness and his statement brought applause from the more than 100

(Continued on Page 5)

Radio-TV Programs Cited For Awards

Recommendations for the George Foster Peabody radio and television awards of 1949 have been submitted to the national board by the Southern California committee. The group listed two selections in each of seven radio categories and four in television. No selection was made for an eighth category, that program or series of programs inaugurated and

(Continued on Page 4)

Negotiations For Mutual By MGM Are Terminated

Negotiations for the purchase of the facilities of the Mutual Broadcasting System by Hollywood film company Metro - Goldwyn - Mayer, Inc., "fell through" last week at the meeting of Mutual's board of directors in Chicago, it was revealed yesterday to RADIO DAILY by Bertram Lebhar, Jr. director of WMGM, New York. He said that negotiations, which had been in progress for three weeks, were originally proposed by Mutual broadcasting web.

Lebhar said the deal fell through because MBS was unable to "firm" its end of the bargain and that no deal between MBS and MGM was now possible even if the network were to seek to reopen discussions with modifications in their bargaining position.

WMGM, New York, is an affiliate corporation of Loew's, Inc., which

(Continued on Page 4)

Special Event

Broadcast of the Christmas Day mass from the Church of the Nativity in Bethlehem through the medium of shortwave has been arranged by WHOM, New York, as a public service feature. The broadcast of the mass will be heard on Saturday at 4:30 p.m. with the announcements in Arabic, mass in Latin and the sermon in English.

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
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6425 Hollywood Blvd. Phone: Gladstone 8436

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Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
612 N. Michigan Ave.
Phone: SUperior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/8	8 3/8	8 3/8	...
Admiral Corp	17 3/4	17 3/8	17 3/8	...
Am. Tel. & Tel.	145 7/8	144 1/2	144 3/4	— 1 1/4
CBS A	27 1/8	26 3/4	26 3/4	— 1/4
CBS B	27	27	27	— 1
Philco	31 7/8	31 1/4	31 1/4	— 3/4
RCA Common	12 5/8	12 3/8	12 5/8	...
Stewart-Warner	12	12	12	— 1/8
Westinghouse	31 1/4	31	31 1/8	..
Westinghouse pfd.	104 1/8	102	104 1/8	+ 2 1/8
Zenith Radio	32 3/4	32	32	...

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 3/8	16 3/8	— 1/8
Nat. Union Radio	2 1/2	2 1/2	2 1/2	...

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/2	15 1/2
Stromberg-Carlson	11	12 1/4

Sheriff Pens Disclaimer

L. C. Boies, sheriff of Maricopa county, Phoenix, Arizona, disclaimed being a signatory to a letter in support of KOY, in a telegram to RADIO DAILY yesterday. "Purported signature is not mine. Allegations in letter are not consistent with facts. Heartily deplore my name being used in such reprehensible and unauthorized manner," the sheriff said.

WANTED

Experienced salesman with car. ABC affiliate in good Rocky Mountain secondary market. Photo required with complete resume. Write Box 296, RADIO DAILY, 1501 Broadway, N. Y. C.

XMAS PROMOTION

Flagpole Sitter Wanted

Coral Gables, Fla.—Miami newspapers carried an unusual classified ad this Xmas season — one that heralded the beginning of a new WTTT promotion. Under "Help Wanted" WTTT advertised for a flagpole sitter. The sitter was then perched on flagpole in downtown Miami for the next two weeks, watching for the arrival of Santa Claus. A platform, for the sitter, was rigged up and equipped for the convenience of the person hired. WTTT will broadcast from atop the flagpole throughout the day from now until Christmas, featuring interviews between the flagpole sitter and passersby.

Remembers Lady Time Buyers

An effort to boost local products by WAZL in Hazleton, Pennsylvania, almost resulted in lady time buyers receiving shirts as pre-Christmas gifts. Vic Diehm decided to boost the shirts made locally, but discovered when he asked for sizes, that many of the buyers were ladies. The day was saved by sending the women two pounds of candy —also manufactured in Hazleton.

Party At WMGM

WMGM will hold its annual Christmas party for underprivileged children in New York City at the Forest Neighborhood House in the Bronx on Thursday, December 22. Eileen O'Connell, mc on the WMGM For Children Only program, will present an array of stars and Santa Claus at the settlement house. Toys and refreshments will be distributed to the children.

Hill Series Begins Monday

Edwin C. Hill, signed for sponsorship by Miles Laboratories earlier this week, will premiere his five-minute, five-a-week news program over ABC one week earlier than previously had been announced, according to an ABC spokesman. Program will bow Monday, Dec. 26 and will be sustaining for the first week.

Another Bonus At Valentino

Thomas J. Valentino, Inc., has distributed a bonus to its employees depending on their length of service for the tenth year without interruption. The company is engaged in pressing and processing records for radio stations and independent record companies.

Santa's Traffic Jam

Portsmouth, Ohio—An announcement by WPAY's Santa Claus that only children could call him between 6 and 8 p.m. at his sponsor's store, jammed the department store's switchboard with close to 500 calls on two nights. The plan was discontinued after the two programs because of the volume. The program is broadcast for a half-hour at 5 p.m. each day except Sunday.

Sponsor Holiday Shows

Two Lawrence, Mass. department stores are sponsoring hour-long special Xmas shows over WLAW, 50 kw ABC affiliate. Sutherland's store is presenting seasonal music and readings in addition to personal greetings from departmental heads to friends and customers. Cherry & Webb, is presenting a similar program.

Santa Service

"Headline Edition," ABC's 7 p.m. EST web news report with on-the-spot pickups, will carry a running commentary by newshawk Ruben Gaines on the feverish activities of Santa Claus as he prepares for his annual Big Day. Scheduled to start at once, Gaines will be picked up from KFAR, Fairbanks, Alaska.

Radio Advertising Approved By BBB

(Continued from Page 1)

competitors in the men's wear field.

The Better Business Bureau recently published a set of "Standards for Advertising and Selling of Men's Wear" and last month more than fifty presidents and principal executives of major men's wear retail stores met in New York to approve the standards and discuss methods for effective enforcement. Radio received no special consideration in these standards, and, according to Patterson, this was directly an effect of the few complaints on radio advertising received by the Bureau.

Calls "Policing" Vital

Hugh R. Jackson, Bureau president, told the retail executives that effective policing of the men's wear advertising field required the services of at least one full-time investigator and a budget of $15,000 a year.

The Better Business Bureau recently lauded radio for its "valued cooperation" in stamping out the door-to-door "gyp" canvassers in the metropolitan New York area.

During the month of November just passed, the Bureau received 2,893 requests for protective information, and 1,482 complaints, most of which required case work. These figures represent a 2 per cent increase over November, 1948.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address inquiries to
Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y

Strange Cat



Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath.

There's something unusual, too, in the Baltimore radio market and it is Station W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town.

This means you can do BIG things with a LITTLE money on W-I-T-H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W-I-T-H story today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

'Bold Thinking' In Sales Approach Best Bet For Radio, Says Woods

(Continued from Page 1)

ing and five minutes in the afternoon instead of a single 30 minute segment at no extra cost; and the setting up of "custom tailored" networks for advertisers who need only specific market areas.



WOODS

Despite the competition offered by video, he continued, radio has gone forward as the dominent mass medium of communication in the nation. Set ownership, he stated, has shown steady increases as have listening hours.

Woods pointed out that there are now 39,281,000 sets in U. S. homes and average listening per day now aggregates 4 hours and 56 minutes.

He said that recent studies show that out-of-home-listening brings to the radio set the greatest audience that any medium has ever enjoyed. For the advertiser, he pointed out, radio is still the primary means of reaching his greatest audience and stated that "radio will continue to exercise that mass appeal for some time to come."

Woods said that radio and video will work themselves into a harmonious partnership by which the advertiser may reach his fullest potential.

He said that no new advertising medium has ever completely supplanted another.

Woods predicted that 1950 billings would maintain their present high levels.

Makes TV Forecast

Speaking of television, Woods said that the new medium can look forward with "fullest expectation" of assuming full stature as an advertising force, and pointed out that video had taken enormous strides during the past year—in the number of sets in use; in production of new sets; in number of stations on the air; and in the number of markets covered.

As against January 1, 1949, when, he said, there were approximately 975,000 television sets in use throughout the country there were, at the close of the year, approximately 3,100,000 sets and by the end of 1950 it is conservatively estimated that there will be 6,000,000 sets in use. Increased production has brought about a lowering of price of television sets, bringing the middle and lower income groups into the purchase picture to the extent where approximately 42.6 per cent of all sets sold today are sold on the installment plan. Currently, set manufacturers are gearing production plans toward large screen sets with emphasis on the production of sets which will market in the $200 to $500 bracket.

Concurrent with the expansion of the medium, he continued, which, as of November 1, 1949, was covering 53 markets through 91 stations in operation has gone an increase in average audience and of average viewing time. As of the same date, surveys indicated that the average audience per set was 5 persons, and average viewing time was 3.6 hours a day as against 3.2 hours a year ago.

Television's expansion, he pointed out, spectacular as it is, has not been accomplished under the most favorable of conditions. While 53 of the nation's major markets are now being served, many of the most important regions are still denied television because of the "freeze" imposed by the FCC upon the granting of licenses for new stations. Under this "freeze" great population areas of the country are denied the opportunity of the information, entertainment, news and cultural programs which television stands ready to provide. It is my earnest hope that this restriction upon the further expansion and development of the medium will be lifted during the coming year and that television may be made available to the widest audience possible.

NEW BUSINESS

WGN-TV, Chicago: The Fair Store, Chicago, sponsors "Fair Teen Club," Friday, 5:30-6:00 p.m., for 13 weeks. Ivan Hill Advertising, Chicago, handles the account. Peter Paul Inc., Naugatuck, Conn., has contracted for a weekly film announcement on WGN-TV, for 26 weeks. Brisacher, Wheeler & Staff, San Francisco, handles the account. Keeley Brewing Co., Chicago has renewed three weekly one-minute film announcements, for 52 weeks. Schwimmer & Scott, Chicago, is the agency.

Will Return To NBC

Frank and Anne Hummert, producers of "David Harum," one of radio's oldest serials, will return to the NBC web Monday, January 9 at 11:45 a.m. Scheduled as a five-a-week program, "David Harum" will be sponsored by B. T. Babbitt, Inc.

44% of all people who listen to major station news in New York, listen to WOR's news!

this is a jump of over 17% in WOR's share of news listening since the early part of the war. In fact, over 9% more people currently listen to WOR's newscasts than listen to the average news program on any other major New York station.



News sells! WOR's news sells phenomenally well. WOR has a limited number of top spots at low prices for you to buy!

WOR *that power-full station at 1440 Broadway, in New York*

Radio-TV Programs Cited For Awards

(Continued from Page 1)

broadcast during 1949 by a local station of 1 kw or under which made an outstanding contribution to the welfare of the community the station serves.

For stations with a power of more than 1 kw making this contribution, the committee nominated KFWB's The Only Good Indian and The Listener Talks Back on KFMV.

Howard K. Smith and Meet the Press were both listed as first choice for the outstanding reporting and interpretation of the news category. For outstanding entertainment in drama, the Theater Guild was first selection and the NBC Theater, second.

The New York Philharmonic and the Telephone Hour were the one and two choices respectively in music. Symphonies for Youth was first selection in educational programs with Invitation to Learning in second place. Symphonies for Youth also placed first for outstanding children's programs and Once Upon A Time was runner-up.

For international understanding, the committee chose the NBC United Nations project first and Return to Thanksgiving, second.

In television, Know Your Schools and John Kiernan's Kaleidoscope were named in education. The Philco Television Playhouse and Ed Wynn were selected for entertainment.

The Ford Newsreel and Weather Report received first spot in the news category and for children's programs, Time for Beany was first with Kukla, Fran and Ollie, second.

The chairman of the committee is Mrs. Clara Logan who is president of the Southern California Association for Better Radio and Television.

Name Olive Head Of CBC Engineering Department

(Continued from Page 1)

Montreal, recognized technical authority on television.

Olive's appointment comes at a time when the CBC is planning to add television to its work in AM, FM and shortwave broadcasting. He has been interested in development of radio since his youth.

AVAILABLE

Chief Engineer's job on aggressive 250 watt Rocky Mountain ABC affiliate opens December 31. Must be combination man and have car. Send disc and photo with complete details in application letter to Box 294, RADIO DAILY, 1501 Broadway, N.Y.C.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales–Rentals–Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Man About Manhattan. . . !

● ● ● UP AND DOWN THE STREET: Bea Wain and Andre Baruch repay Ted Husing an old debt when they pinch-hit for "the old master" for 3 weeks starting on the 26th. It was only a year or so ago when Ted batted for Andre on his "Mr. & Mrs. Music" session when latter was bedded with a leg injury. . . . Send Tom Slater congrats at Ruthrauff & Ryan. The lad's been upped to a veep. . . . While you're in the mood to send congrats, add Walter Kiernan to your list. His zingy five-minute daily series came up with a big 3 on the latest Hooper —and the stanza is only two months old. (And don't throw away that pen yet. While you're still writing, drop a line to ABC and tell 'em to line up a big nite-time variety show for Walter to emcee. Quote the col'm and tell 'em Walter's only wonderful) . . . Best news of the week is the report that the FitzG's (Ed & Pegeen) are gonna go coast-to-coast with their daily chatter. Their trivia is almost as delightful as they themselves are. . . . "Strike It Rich" due to come back to the airwaves right after the turn of the year. Walter Framer, as always, will produce, direct and write. . . . John Tillman ponders on how times have changed. We used to save for a rainy day—now we're waiting for a rainy day to save us.

☆ ☆ ☆ ☆

● ● ● Arthur Van Horn put on a plea last Sunday on his "Heart Beat in the News" stanza for a 4-and-½ year old girl who was suffering from a rare blood disease and who needed a pint a day to remain alive. Within the hour 39 calls came through with pledges amounting to over 100 pints. But what must amaze WOR as much as it does Art is the fact that one of the calls came in from Ypsilante, Mich.—and "Heart Beat" is only a local program,

☆ ☆ ☆ ☆

● ● ● Seems we've been all wrong about Ed Gardner's 'woes' down in Puerto Rico. Like most of the scribes around town, we've been bombarded with tales of his mounting troubles—such as unhappiness of the cast and writers plus Petrillo's threat to step in and force him to import musicians from the States. We just got it first-hand from his director-producer, Jack Cleary, that all these reports are just so much eyewash. Talk of bringing musicians in from Florida is absurd, contends Jack, as there are plenty of AFM musicians down there. As for the cast being unhappy, that's equally ridiculous, he asserts. "Why even Finnegan (Charlie Cantor) is going to night school now to learn Spanish," he sez.

☆ ☆ ☆ ☆

● ● ● IN ONE EAR: The United Hospital Fund Christmas Eve show on WPIX should be one of the outstanding events of the season. Every important headliner in town is volunteering his services for the marathon program. . . . Frankie Carle opens at the Hotel Statler's Cafe Rouge on the 26th for the 6th straight year. With him will be his vocalist-daughter, Marjorie Hughes, who like her famous Dad, is also a solo recording star on the Columbia label.

☆ ☆ ☆ ☆

● ● ● NOBODY EVER: Approached the all-night music show as prepped for WJZ by Kent-Johnson. . . . Had the all-round dance band quality of the late Hal Kemp's crew of 1934. . . . Comes close to Frances Langford's peak version of "I'm in the Mood for Love." . . . Saw a television fight with the thrills, class and excitement of the second Pep-Saddler clash. . . . Gave nightly baseball scores with the flowing ease of Paul Douglas. . . . Wore a double-breasted vest with the aplomb of Adolphe Menjou. . . . Gave quiz shows and audience participation airers the lift supplied by Ralph Edwards.

M-G-M Not Buying Mutual's Facilities

(Continued from Page 1)

is also the parent corporation of Metro - Goldwyn - Mayer, Inc., and KMGM-FM, Los Angeles. Licensee which operates WMGM is the Marcus Loew Booking Agency.

In an office memorandom addressed to all Mutual employees, released to RADIO DAILY by the web's press department, Frank White, MBS president, said:

" . . . Over a period of time, we have had discussions with MGM regarding the possibility of some form of joint program production arrangement. There is nothing in contemplation which need give any member of our staff concern from a security standpoint. I am most anxious that this premature report of preliminary discussions should raise no question in your mind as to the future of Mutual and of its staff. . . ."

Major stockholders of cooperatively owned MBS, all of whom operate stations in their respective cities are: The Yankee Network with headquarters in Boston; The Chicago Tribune which operates WGN in the Windy City; Don-Lee web on the west coast; United Broadcasting Co. with offices in Cleveland; station CKLW in Detroit; and Gimbel Brothers in Philadelphia which operates station WIP.

Ted Striebert, Mutual's chairman of the board and president of WOR, the web's New York flag station, issued, through WOR's press department, a terse "No comment" statement. He said, however, that:

"WOR has no intention of getting out of Mutual, and WOR is not for sale."

Stork News

Frank Chizzini of the NBC sales department is a proud and beaming father today. A daughter was born to Mrs. Chizzini yesterday at the Caledonian Hospital in Brooklyn.



Fly Gives Testimony At State Hearing

(Continued from Page 1)

spectators. The presiding commissioner, George A. Arkwright, asked the persons to refrain from further applause.

Harold Ross, editor of the New Yorker magazine which has waged a fight against the terminal programs of music and commercials, said the employees of Grand Central "must be going slowly nuts" because of the broadcasts. He added that amplifying systems on trains will soon be used for the broadcasts.

Kenneth F. Stone, assistant general counsel of the New York Central Railroad told the PSC that a poll had shown 85.4 per cent of the public liking the broadcasts and only 11.3 per cent against them. Replied Ross: "I know of another poll taken by an outfit called Datum Diggers, who found 86.4 per cent of the persons questioned didn't like it." Ross added "The huckster has a foot in the door."

Called Medically Dangerous

Dr. Harold J. Harris, a psychiatrist, said the broadcasts "could be the straw that broke the camel's back." Ulcers, hypertension or other illnesses due to rage and hostility could be produced by them, he continued.

Other persons testified against the programs with the exception of Ralph A. Brooks, who represented the Commerce and Industry Association of New York. His group opposed the intervention of the PSC, he said, because it would comfort those "who would have a collectivist government regulate and control every aspect of our economic and social life."

The hearings started at 10 a.m. and were adjourned at about 4 p.m. until 10:30 today.

Two College Workshops Start

Burlington, Vt.—A radio workshop for students at St. Michael's College of Winooski and Trinity College of Burlington has been opened this week. The youngsters were placed in all phases of the station's operations from programming to the workings of the 5 kw transmitter. Milton Slater, WCAX program director, and James Tierney, chief engineer, supervised the workshop.

For The First Lady

Margaret Truman's selections on the "Carnegie Hall" program Tuesday were broadcast only on ABC stations east of Cleveland, Ohio. For a while it seemed that Mrs. Truman, home in Independence, Mo., would be on the outside. But ABC's prexy Mark Woods arranged a pickup by KCMO, web affiliate in Kansas City, in order that the First Lady might hear her daughter.

Thesaurus Complimented On Xmas Bonus Program

Thesaurus has received much favorable comment on its special bonus Christmas show from subscribers to the library service, which recently has become a member of RCA Division. Telegrams and letters, praising the program for its inspirational value and announcing widespread local sponsorship, have been pouring into RCA Recorded Program Services headquarters.

The show, titled "A Christmas Visit With Ted Malone," is a half-hour open-end program based on the meaning and music of the holiday season. Starring Ted Malone, nationally-known radio network story teller, as narrator, the program features Richard Leibert, Radio City organist, and the Church In The Wildwood Choir, a brand new group in Thesaurus.

Music is provided by a full concert orchestra under the baton of Ben Ludlow, musical director of the "Mr. Feathers" radio show, and the producer is Bert Wood, program manager of RCA Recorded Program Services.

Bidwell Named V.-P., On Benton & Bowles Agency

M. Oakley Bidwell has been elected a vice-president of Benton & Bowles, it is announced by Clarence B. Goshorn, president of the agency, and is assuming duties of an account supervisor on General Foods advertising.

Bidwell came to Benton & Bowles in 1945, and has been account executive on various General Foods accounts, including Gaines, Certo and Sure-Jell. During the war he served in the Pacific with the army, attaining the rank of colonel. Before entering the army, Bidwell was advertising manager for Serutan.

Governor Honored By Advertising Club

(Continued from Page 1)

December 20, in the Gold Room of the Jefferson Hotel, attended by more than 1,000 persons. The governor received a gold-plated card symbolic of the life membership in the club.

KCNA Joining ABC

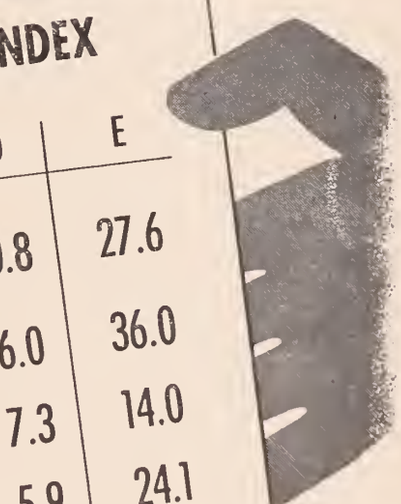
West Coast Bureau of RADIO DAILY

Hollywood—KCNA, Tucson, Arizona, joins ABC Pacific group, January 1. Wayne Sanders, manager, announced. Licensed owner of outlet is Catalina Broadcasting Co. Station, a 250-watter, has received construction permit from FCC to increase to 5,000 watts days: 1,000 watts nights, on 580 kc.

Here's proof of WTAG WORCESTER DOMINATION

HOOPER STATION AUDIENCE INDEX
Months: October - November, 1949

TIME	WTAG	B	C	D	E
Weekday Morning Mon. thru Fri.	43.0	11.5	16.7	0.8	27.6
Weekday Afternoon Mon. thru Fri.	41.5	4.4	7.3	6.0	36.0
Evening Sun. thru Sat.	45.0	7.5	13.1	7.3	14.0
Total Rated Time Periods	42.4	7.6	11.4	5.9	24.1



WTAG WORCESTER
580 KC 5000 Watts
BASIC CBS
WTAG-FM
PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"
Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Koy Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

On Records & Transcriptions
Billy Reid's Latest
"TOO WHIT TOO WHOO"
AL GALLICO MUSIC CO., INC.
501 Madison Ave. New York, N. Y.

Revival of a Million Copy Hit!
"AM I WASTING MY TIME ON YOU"
STASNY MUSIC CORP.
1619 Broadway New York City

THE OLD MASTER PAINTER
recorded by
PHIL HARRIS RCA Victor
RICHARD HAYES Mercury
DICK HAYMES Decca
SNOOKY LANSON London
PEGGY LEE-MEL TORME, Capitol
JACKIE PARIS Notionol
FRANK SINATRA Columbio
with others to follow
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● MERRY CHRISTMAS AND HAPPY NEW YEAR—to you, you and most especially YOU. . . . with songs like "Santa Claus Is Comin' To Town," "Jingle Bells," "White Christmas," "Silent Night," "Adeste Fidelis," "Jolly Old St. Nicholas," "That's What I Want For Christmas," "I Want An Old Fashioned Christmas," "Little Star Of Bethlehem," "That Christmas Feeling," "Rudolph, The Red-Nosed Reindeer," and about a thousand and one other Yuletide melodies, the spirit of good cheer and good will towards men permeates the atmosphere. . . . our only regret is that this wonderful feeling is with us for a week or ten days instead of dominating our thoughts, words, deeds and habits EVERY DAY OF EVERY YEAR.

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● ● ● TIN PAN ALLEY OOPS:—Duchess Music Corporation should have a 1950 hit in "The Wedding Samba," written by A Ellstein, Allan Small and J. Liebowitz. . . . though recorded several years ago on Decca by Ethel Smith, this waxery has just released a new version by Carmen Miranda and the Andrews Sisters which is just what the tune needed. . . . ● BMI has just published "That I Gotta See," a rhythmic novelty penned by Bob (Dick's Brother) Haymes and Marty Clarke. . . . incidentally Bob's current smash ditty is Michael Music's "Hush Little Darlin'." . . . ● Al Gallico's follow up to his initial song success, "Blue For A Boy, Pink For A Girl," is an importation from England, "Too Whit Too Whoo." . . . tune was written by Bill Reid, writer of the hits, "The Gypsy" and "Tree In the Meadow." . . . ● "I've Got Tears In My Ears" (From Lyin' on my back in my bed while I cry over you) is the title of the new Feist plug tune. . . . number was originally published by the writer, Harold Barlow who turned it over to Harry Link. . . . ● Ace NBCommentator Kenneth Banghart squired Faye Emerson to "Gentlemen Prefer Blondes" Saturday Nite. . . . (new twosome?)

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● ● ● Pickwick Music, which acquired the Milton Weil catalogue, will revive the smash oldie, "After I Call You Sweetheart" (How Can I Call You Friend) penned by Bernie Grossman and Little Jack Little. . . . ● Betty O'Leary and her daughter Jo Ann Paul will portray 'mother and daughter' in the NBChristmas Eve presentation of "According To Joseph." (perfect casting, no?) . . . ● The way the tune "If I Had A Million Dollars" is selling, looks like the composers may get their wish. . . . ● Patt Barnes, WJZ platter spinner, raconteur and wit, has been invited to address the Chicago Radio Management Club next month. . . . ● The Johnstone-Montei ballad, "Crocodile Tears," is starting to go places. . . . number was cleffed by Jimmy MacDonald and Billie Weber. . . . ● Helen Dallam, music teacher in Columbus, Ohio, has composed several books of songs for children which rate the attention of recording execs. . . . ● Arden E. Swisher, for the past ten years associated with the Cowles Network, is the writer of "Mabuhay," published by Mogul Music and recorded for Mercury by Richard Hayes. . . . ● Kenneth F. Nelson, California composer, has set stirring music to the "Pledge of Allegiance" which is published by Century Songs.

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● ● ● ON AND OFF THE RECORD:—Blue Barron's latest waxing for MGM, a coupling of "Big Movie Show In The Sky" from the Broadway musical "Texas' Lil' Darlin'" and "Mister Disk Jockey," is a pancake that will get plenty of attention from deejays. . . . Bobby Beers, former vocalist with Lawrence Welk comes thru with a fine vocal effort supported by a choral group. . . . ● Victor can't miss with Perry Como's platter of two songs from the Walt Disney flicker, "Cinderella," namely "A Dream Is A Wish Your Heart Makes" and "Bibbiddi-Bobbiddi-Boo." . . . Carson Robison who was re-signed last week by MGM, rounds out his 25th year as a recording artist, cutting his initial record for Victor back in 1925. . . . ● Eddie "Gin" Miller's Rainbow platter of "Music Music Music," could be a sleeper.

PLUG TUNES

Give Me Your Hand
LAUREL MUSIC CO.
1619 Broadway New York City

Bing Crosby, Gracie Fields, Sammy Kaye, Johnny Desmond, Jo Stafford, Doris Day
Are All On
THE LAST MILE HOME
LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW
Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

WHERE ARE YOU BLUE EYES?
Russ Morgan - Decca 24819
Merrie Musette - Victor 25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

My Heart Goes With You
by Thomas G. Meehan
—♦ ♦—
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
TONY PASTOR'S
Sensational COLUMBIA Record
#38577
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

YULE SET SALES REACH NEW HIGH

TELE TOPICS

WITH PRODUCER Martin Gosch reportedly unable to line up a legit show for scanning on the final edition of "Tonight On Broadway" Sunday, program will present instead a half-hour variety show emceed by Robert Q. Lewis. Produced by Barry Wood, program will feature Harold Lang, Byron Palmer, the DeMarco Sisters and Dorothy Morrow. End of the thirteen-week cycle for "Tonight" means a temporary absence from TV by Esso, although the agency, Marschalk & Pratt, is looking at availabilities and has plans for building its own package should the oil company decide to re-enter the medium. . . . According to the superintendent of schools in Akron, Ohio, school officials there are considering the possibility of providing an additional rest period for pupils during the school day to compensate for the youngsters' lack of sleep because so many stay up too late to watch tele. The official said that the schools are considering extending the rest periods accorded kindergarten set and first graders to those in higher classes because of a noticeable increase in "television fatigue."

•

EZRA R. BAKER, sales chief of Hollywood Television Productions, sends along the following, titled "What Are They Doin' To Me!"

I'm praised to the sky—
I'm abused to the ground.
I'm peddled at a price—
I'm sustained at a loss.
I'm looked at and enjoyed—
I'm ridiculed and scored.
I'm young for my years—
I'm old for my age.
I'm Television!

. . . Paul Winchell and Jerry Mahoney will emcee the Abraham & Straus show over WNBT Sunday, with Brooklyn Dodger hurlers Ralph Branca, Rex Barney and Don Newcombe also participating. (Do you think those guys will be good for 60 wins next season?)

•

JAMES LAWRENCE FLY has filed incorporation papers in Albany for the new National Society of Television Producers, embracing New York's ITPA and TPA, of Hollywood. Latter two groups are now negotiating to decide on the best method for inclusion of other local and regional producers' organizations under the national charter. . . . Tom Gleba has been named program director of WLW-C, Columbus, and Walter Jacobs has been promoted to production manager of the Crosley station. Both have been with the outlet since it went on the air last April. . . . Joel Chaseman has been named publicity director of WAAM, Baltimore, in addition to his emcee chores on the daily two-hour "Sports Room" stanza. Harriett George remains in charge of local publicity.

Editorial Treatment Needed For TV News

TV reporting of United Nations sessions and similar news events require editorial treatment and background if they are to prove effective in arousing the interest of young people. This is the conclusion of students of the Graduate School of Journalism of Columbia University who took part in a competition for the best critiques on the recent coverage of the General Assembly.

Theater tele received high praise from the students on two counts—the inherent interest in large-screen presentations and the increased dramatic impact obtained by presenting edited highlights.

Presentation of awards to the students this week concluded the first phase of a continuing study of TV news techniques. It was jointly conducted by the UN Department of Public Information, Paramount Pictures and the Graduate School of Journalism, with financial requirements assumed by Para.

Sloat To KEYL

William Sloat, assistant chief engineer of WPIX, has resigned effective Dec. 23, to become chief engineer of KEYL, San Antonio. Before joining WPIX in February, 1948, Sloat was with WEW, Cleveland, and CBS, New York.

Chevvy Renews Derby

Chevrolet Dealers Association has renewed sponsorship of Friday night Roller Derby airings over WJZ-TV for 13 weeks beginning Dec. 30. New contract was placed through Campbell-Ewald agency.

Crosby Firm Signed To Do 10 P & G Films

West Coast Bureau of RADIO DAILY

Hollywood — Negotiations have been concluded between Procter and Gamble Productions, Inc., Compton Advertising, Inc., and Bing Crosby Enterprises, Inc., whereby the latter company will produce a series of ten television film programs of 26-minutes duration. Cost of the films will run between $8,000 and $12,000 with P&G paying varied amounts to be based upon station use and re-use. New series will be shown on "Procter and Gamble Fireside Theater," which is telecast each Tuesday evening over NBC television network. Bing Crosby Enterprises, Inc., will begin production of the films in the immediate future. Frank Wisbar will produce and direct.

Contracts were signed yesterday by Everett N. Crosby, president of Bing Crosby Enterprises, William F. Craig, manager of television for P&G Productions, Inc., and Brewster Morgan, manager of television for Compton Advertising, Inc. Gilbert Ralston and Morgan will supervise for P&G and Compton, respectively, with Floyd Holm, manager of Compton's Hollywood office acting as permanent liaison.

WAAM Staff Changes

Baltimore—John Pondfield, staff projectionist at WAAM, has been promoted to chief projectionist and film editor, it was announced by program manager Herbert Cahan. Also announced was appointment of Barry Cassell, free lance announcer, as staff announcer-writer.

TV Seen Nation's Number One Gift For Household

Holiday sales of TV receivers reached land-office proportions during the last few weeks with virtually every manufacturer reporting demand far in excess of supply. A nationwide survey by Motorola, Inc., stated yesterday that seasonal sales are from 100 to 600 per cent ahead of last year indicating that video receivers may well be the country's number one household gift.

Coupling the Christmas demand with video's fast growing popularity due to lower prices and technical improvements as the reasons for the buying spree, Motorola's vice-president in charge of merchandising Walter H. Stellner said Yuletide sales would have been far greater had manufacturers been able to meet the unprecedented demand.

Popular lines are on allocation in most cities and many customers have been forced to wait as long as six to eight weeks for deliveries, Stellner said. He added that the head buyer of one big metropolitan outlet reported that Motorola's sales were eight times greater than last Christmas.

While the tube size in greatest demand has been the 12½-inch set, with price a primary factor, Motorola said, the trend is definitely toward larger tubes, as shown by the increasing popularity of 16-inch receivers. Customers show a preference for dark wood chassis, consoles instead of table models, and traditional design, although blond wood is favored in modern cabinets.

1949 Film Roundup Set

"Exit '49," an hour-long roundup of the most important news events of 1949 is being prepared by Telenews for airing over NBC Jan. 1, 5 p.m., EST, under the sponsorship of P. Ballantine & Sons, through J. Walter Thompson agency.

Produced and directed by Paul Belanger, program will be narrated by Robert Trout. Newsreel clips will include the signing of the Atlantic pact, the Hiss-Chambers trial, the probe of the "five percenters," the Kentucky Derby and World Series, Secretary Forrestal's Death and the B-36 inquiry.

Quinn Joins WBTV

Charlotte, N. C.—Appointment of Bill Quinn to the production staff of WBTV was announced by Larry Walker, director. Quinn formerly was with WTYC, Rock Hill, S. C., and Rural Radio Network.

TV Gridiron Coverage Aids Gate, L. A. Survey Reveals

West Coast Bureau of RADIO DAILY

Los Angeles — Video coverage of college football games creates greater interest in the sport and tends to increase gate receipts of games, according to a survey by the Los Angeles Chamber of Commerce.

The findings of the survey are contradictory to those put forth by the Eastern College Athletic Conference earlier this month when it urged its members to make no TV commitments for the 1950 grid season and recommended action on tele by the NCAA.

The Los Angeles study was based on interviews with 805 ticket-holders at the Southern California-UCLA contest here Nov. 19 and random telephone calls to 1,296 homes, according to Richard W. Millar, chairman of the Chamber's video committee.

60% In Favor

The report stated that 60 per cent of those at the games who had seen football on TV said that tele coverage "made them want to see more Coliseum games." It added that 22 per cent of the spectators had home receivers and that this was a higher average than the incidence of sets among the general population at the time.

AGENCIES

H. LAWRENCE WHITTMORE will succeed Courtland N. Smith as president of Alley & Richards, effective January 1. Harry M. Billerbeck, who has been elected to succeed Whittmore as treasurer, will also serve as vice-president.

DAVID MICHAEL & CO., INC., vanilla products, to Adrian Bauer Advertising Agency, Inc.

JOSEPH L. BOLAND, JR. has been elected a director, vice-president and general manager of Briggs & Varley, Inc.

RENAULT AUTOMOBILE of France has appointed Smith, Smalley & Tester, Inc., effective January 1. Newspapers, posters and spot radio will be used. Philip Kerby is the account executive.

NEIL O'BRIEN has joined Kenyon & Eckhardt in the copy department of the radio and television division.

DEANE WITT has joined the creative department of Fred Gardner Company, Inc.

GEORGE A. VOLZ has been elected vice-president of Gardner Advertising Company., St. Louis.

THE FIRST ARMY AND AIR FORCE recruiting program to A. W. Lewin Co., New York.

MANNIE GREENFIELD ASSOCIATES retained to handle all press relations and record exploitation for Tommy Dorsey and the Tommy Dorsey Orchestra.

WALTER McCREERY, INC., Los Angeles advertising agency, formally dedicated new offices at 9344 Wilshire Boulevard, Beverly Hills, with "open house" gatherings held on December 8 and 9. The agency moved from its Sunset Boulevard location in Hollywood a few weeks ago.

EDWIN FUNK has joined McCann-Erickson, Inc., as an account executive in the agency's National Biscuit Company account group. He was formerly advertising and sales promotion manager of Sheffield Farms Company, Inc.

SCHNEFEL BROTHERS CORPORATION of Newark has appointed Kastor, Farrell, Chesley & Clifford, Inc. for its La Cross manicure implements and Naylon cosmetic products.

WANTED

Combination man with car wanted by western network station. Disc required. Send photo and make first letter complete. Write Box 295, RADIO DAILY, 1501 Broadway, N. Y. C.

NAB, Armstrong Ask FCC For Hearing On FM Future

(Continued from Page 1)

made it impossible for FM broadcasting to be competitive with AM broadcasting, in spite of its obvious superiority. That superiority exists in almost every particular. An FM station costs much less than an AM station of comparable power. The expense of operating and maintaining it is substantially less. If properly located, its area of primary service is considerably greater than that of an AM station of comparable power; and its service is not marred by disturbances from static and man-made interference."

NAB, pointing out that its membership included 515 FM stations December 1—of which 475 were affiliated with AM stations, pointed out that the Commission's proposed amendment is in line with proposals advanced this year by FMA. "However, a vital part of the FMA proposal would have required the relaxation of any expanded minimum hours rule in instances where it was shown that hardship would result to particular stations." NAB, opposing the rule, urged that if it is adopted there be provisions for waiver in hardship cases.

Wants "Fact-Finding" Hearing

NAB asked for a hearing "primarily fact-finding in nature, to determine whether modification, revision or postponement of the proposed rule will be necessary to prevent loss of service to the public . . . and to determine whether a sufficient factual justification exists to justify establishing different standards of operation for licensees of the same class."

(The proposed amendment fixes minimum hours of operation at six hours daily in the first year for all FM stations, eight hours in the second year and 12 hours thereafter, with stations affiliated with AM stations to operate as long as their AM parents.)

"The proposed rule is not in the public interest because its adoption is more likely to bring about a reduction in FM service than increase in such service," said WCOA-FM, Pensacola, Fla., and dozens of other stations were in obvious accord.

Lebhar Gives Viewpoint

Bertram Lebhar, director of MGM stations WMGM-FM, New York, and KMGM, Los Angeles, wrote that the additional hours would cost his company $15,000 more in Los Angeles and half that much additional in New York. He said operating losses on the two stations currently exceeds $300,000, with a 1950 loss of $75,000 anticipated.

"In view of our previous sizeable outlay," he wrote, "we would not demur at the prospect of an additional expenditure of $22,500, if we believed the greater public service would justify the cost. We have had no indications that our efforts are in the least appreciated by those within our coverage area.

"The public apathy toward FM in view of, first, the manner in which it has been by-passed by television, secondly, the failure of set manufacturers to cooperate in its promotion, and thirdly the inability of FM to prove to the listener its consequential superiority to AM broadcasting, leads us to believe that the additional expenditure would impose a hardship upon us without appreciable compensatory public benefit."

Along the same line of reasoning, KONO-FM, San Antonio, Texas, reported that when it was forced to go off the air for over an hour one day last month "not one single call was received from listeners to inquire as to the reason for interruption of service."

ILGWU Files Protest

The International Ladies Garment Workers Union, which operates FM stations in New York, Chattanooga and Los Angeles, said it feels the new rules mean hardship. It suggested that if stiffer minimum hours are to be required, the Commission not insist that unaffiliated FM stations use a specified number of "low-revenue daylight hours. Instead, ILGWU suggests, permit the station to use its own discretion as to what hours it shall be on the air.

In addition the union suggested that the minimum be kept to seven and one half hours for independent stations, in order that the need for keeping technicians for more than a full eight-hour shift daily be eliminated.

WFHA, New Britain, Conn., said it has found its FM operation impractical because of the concentration of the set manufacturing industry upon AM and TV. It said "one Zenith distributor of a large section of New England has discontinued promotion of FM because sufficient sets cannot be obtained from the factory to warrant the promotion.

Zenith Praised

"Zenith has been one of the more progressive FM manufacturers, and the situation is reportedly much worse with distributors of other nationally known sets. This lack of production and promotion by set manufacturers keeps FM removed from the public eye while AM and TV are heavily emphasized, with the result that FM receiver distribution is seriously curtailed even among those most FM conscious."

ABC commented that the slowness of FM development "is probably due to the fact that FM was oversold in the beginning. In practice, the actual performance of the receiving sets that have been produced to date falls on the average far below what the public and industry were led to expect.

"Another difficulty is the obvious one that even with equally good or improved reception the listener receives substantially the same end product, namely an audio program of one type or another."

COAST-TO-COAST

WCCO Xmas Programs

Minneapolis, Minn. — The Baker Company, department store here, has purchased a series of half-hour programs being heard Wednesday nights over WWCO throughout the Christmas season. The program titled "My Favorite Christmas Story" will feature a special guest each week, and will be emceed by Bob DeHaven. The Moline Company here sponsored a program of Christmas carols and favorite songs presented by the Apollo Club.

Annual Xmas Party

San Diego, Calif. — Doug Oliver, morning man at KFSD, NBC affiliate, has announced the date of his second annual "Slumber Busters" Christmas party. The gathering is being held at crack of dawn in the KFSD studios on December 22, with a gift for a needy youngster the price of admission.

Xmas Carols On WDRC

Hartford, Conn. — The choral group at Teacher's College, conducted by Dr. Etzel Willhoit, chairman of the music department, will be heard in a Christmas carol program over WDRC, Sunday, Dec. 25, at 9:45 a.m.

WISN Xmas Feature

Milwaukee, Wis.—Fred E. Eriksen, advertising manager of the Wisconsin Electric Power Company, will narrate his renowned Christmas story, "There Is A Santa Claus," over WISN at 6:00 p.m., Saturday, December 24th. Eriksen has recited this story for radio listeners each Christmas for the past 15 years. This year, the story will be beamed by Armed Forces Radio Services to servicemen in hospitals and bases in America and throughout the world.

Transcribed Greetings

Omaha, Neb.—Station KOIL and station KFOR in Lincoln, made it possible for two football coaches to personally great one another although they were 60 miles apart. D. X. Bible was principle speaker at the University of Omaha's annual football banquet. A three-minute transcribed greeting from Navy coach, George Sauer was a highlight of the banquet, and at the same time his greetings were being transcribed here, D. X. Bible's transcribed greeting was heard at the Lincoln annual football banquet.

WGBA Appointment

Columbus, Ga.—Ed. J. Hennessy, former account executive of WCON, has been appointed commercial manager of WGBA.

Season's Greetings from
QUANTITY PHOTO CORP.
119 W. HUBBARD ST.
CHICAGO 10, ILL.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 56 NEW YORK, FRIDAY, DECEMBER 23, 1949 TEN CENTS

CBS WILL SEND COLOR-TV TO 3 CITIES

Four Transmitters And 50 Home Sets To Be Utilized For Tests In N. Y., Washington And Philadelphia

Plans for "the most comprehensive and intensive" color test in history were revealed yesterday by CBS in a detailed letter filed with the FCC. Running from Jan. 2 to Feb. 1, the test will utilize more than 50 home receivers, four transmitters, pickup devices in New York and Washington and 450 miles of coaxial cable.

Cooperating with the web in the tests are WOR-TV, New York;

(Continued on Page 7)

Government Inquiry In TV Sales Methods

An inquiry of reported television tie-in sales by manufacturers and distributors has been started by the anti-trust division of the Justice Department in Philadelphia. One subpoena returnable before the March term Grand Jury of the eastern district of Pennsylvania which convenes Feb. 14 has already been issued to RCA and others are being drawn up for other companies, William L. Maher, assistant chief in the Philadelphia office of the department reports.

The investigation will cover sales in which a manufacturer or distri-

(Continued on Page 3)

Woolley Retains Post In NBC Sound B'dcasting

Easton C. Woolley continues as director of the sound broadcasting station relations department of NBC in a shuffle of top station relations personnel at the web, it was announced yesterday by Harry C. Kopf, vee-pee in charge of NBC sales.

Kopf said that Woolley would be assisted by Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelly and Paul Ritten-

(Continued on Page 3)

Record Players And Discs Promoted For Hospitals

Martin Block's campaign to provide records and record players for the wards of 18 city hospitals paid off with 65 record players and 10,000 recordings delivered to the WNEW studios in New York yesterday. The record players were purchased from funds donated on the Block pro-

(Continued on Page 2)

Hospitality

An appeal to civilians to ask servicemen to their homes during the holidays was made by Frank Weil, chairman of the President's committee on religion and welfare, on WMGM yesterday. The Armed Forces are conducting a campaign this year to help servicemen who are unable to go home for the holiday and who would enjoy some pleasure here.

No Paper Monday

With Christmas Day this year falling on Sunday, its country-wide celebration will be extended to Monday. In observance, RADIO DAILY will not be published on that day.

MBS Closed Circuit Talk Given By White

Frank White, president of Mutual, yesterday told a closed circuit conference of network and Mutual station executives that the year 1950 held bright prospects for the co-operatively owned network. White, who has been the web's chief executive for the past six months, said that he would issue a year-end statement of the web's 1949 accomplishments next week.

His complete statement to web and affiliated station officials follows:

"We at Mutual have a continuing

(Continued on Page 3)

Grand Central Viewpoint Given At PSC Hearing

Persons irritated by broadcasts in New York's Grand Central Terminal should turn their mind "somewhere else" or "go window shopping in the terminal, get a cigar or a soda, get a shoeshine, or go to the Trans-Lux," according to Dr. Gordon H. Hyslop, a psychiatrist who testified at the State Public Service Commission hearings yesterday.

The hearings being conducted by

(Continued on Page 2)

FCC Gets Petition To Reconsider Grant

Washington Bureau of RADIO DAILY

Washington—The FCC was asked yesterday to reconsider its decision of two years ago okaying a new station for Louisville, Ky., on the strength of its proposed local, non-network program service. The Commission's decision to license WKLO on the 1080 band in Louisville, instead of permitting WINN to boost

(Continued on Page 4)

Free Political Time Offered By WFIL In Philly

Philadelphia — Free broadcasting time has been offered to the Democratic and Republican City Committees by WFIL to make reports to the people, Roger W. Clip, general manager of the Philadelphia Inquirer station has announced.

The Democratic chairman, James

(Continued on Page 3)

'Rebuttal" Package Show Sold To Muntz On MBS

West Coast Bureau of RADIO DAILY

Hollywood — Masterson - Reddy - Nelson firm's new radio show, "Rebuttal," was sold to Mutual Broadcasting System. Muntz television

(Continued on Page 2)

REC Christmas Party Raises Over $6,000

Over $6,000 for New York children charities was raised by the Radio Executives Club of New York at their annual Christmas party at the Hotel Roosevelt on Thursday afternoon.

The party, attended by 800 radio executives, was referred to by Abe Burrows, master of ceremonies, as the most successful Christmas get-together in the history of the club;

(Continued on Page 3)

Crosley Sales In N. Y. Show 35% Increase

1949 sales of the Crosley Distributing Corp. in the New York area are 35 per cent higher than in 1948, Bert Cole, v-p and general manager, said at the firm's annual Christmas dinner on Wednesday night.

Crosley's new line of television re-

(Continued on Page 3)

Tele Time Sales $8,700,000 In '48; Expenses $23,600,000

Washington Bureau of RADIO DAILY

Washington—Television time sales in 1948 amounted to a total of $8,700,000, the FCC said yesterday, for the four TV nets and 50 stations on the air at the end of that year. Aggregate expense was $23,600,000, all nets and stations sharing in the reported loss from operations in 1948.

Of the $8,700,000 in revenue, $2,500,000 came from network stations and the rest from local sales. The four nets and their 10 owned and operated stations reported revenues of $4,800,000, with expenses of $11,200,000. Balanced against this loss of $6,400,000 is the $8,500,000 loss reported for 40 other video stations on the air at the end of last year. These showed revenues of $3,900,000 and expenses of $12,400,000.

Of the 50 stations, only 17 were on the air the entire year, with 25 op-

(Continued on Page 4)

Santa's Helper

Milton Cross will play Santa Claus to the children of all ABC and NBC today at the combined webs' annual Employees Children's Christmas Party at the RCA Building. A gala and festive occasion, the party will be emceed by Bert Parks and luminaries of both nets will take part in the Rockefeller Center entertainment.

RADIO DAILY

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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(December 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 5/8	8 3/8	8 5/8	+ 1/4
Admiral Corp.	18 7/8	17 3/8	18 5/8	+ 1 1/4
Am. Tel. & Tel.	145 1/2	143 3/4	145 1/2	+ 3/4
CBS A	27 1/4	26 3/4	27 1/8	+ 3/8
CBS B	27 1/4	27 1/8	27 1/8	+ 1/8
Philco	32 3/4	31 5/8	32 1/2	+ 1 1/4
RCA Common	12 3/4	12 1/2	12 3/4	+ 1/8
RCA 1st pfd.	72 1/2	72 1/2	72 1/2	+ 1/4
Stewart-Warner	12 1/8	12	12 1/8	+ 1/8
Westinghouse	31 5/8	31 1/8	31 5/8	+ 1/2
Westinghouse pfd	104 1/4	104 1/4	104 1/4	+ 1/8
Zenith Radio	33	32 3/8	33	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 1/8	16 3/8	.....
Nat. Union Radio	2 5/8	2 1/2	2 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 5/8	15 5/8
Stromberg-Carlson	11	12 1/4

Transatlantic Program Set

French students from the Sorbonne will exchange views with two American students on the subject "Is Youth Preparing for World Citizenship?" during a transatlantic broadcast over WQXR on Saturday, December 31 from 10:15 to 10:45 p.m. Moderators will be located on both sides of the Atlantic when the broadcast is recorded earlier.

Xmas Messages By Stars

Christmas messages from top entertainers will be presented by WMCA tomorrow, December 24 from 2:03 to 3 p.m. Perry Como, Guy Lombardo, Dinah Shore, Tony Martin, Vaughn Monroe, Frank Sinatra, Xavier Cugat, Lena Horne, Sammy Kaye, Gordon MacRae and Ray McKinley are among the stars who have recorded messages for the program.

☆ COMING AND GOING ☆

J. L. VAN VOLKENBURG, vice-president of the Columbia network in charge of television operations, has returned to the New York headquarters of the web following a business trip to Hollywood.

JOHN DERR, associate sports director for the Columbia network, tomorrow will leave for Miami, where he will set up arrangements for the network's broadcast of the Orange Bowl football game, which will be played on January 2.

ALBERT H. JAEGGIN, night news writer for WOR, today will leave by train for Baltimore, there to spend the holidays on the nearby family estate.

JUDSON BAILEY, of the Columbia network sports staff, has left for his home town in West Virginia, where he plans to spend the Christmas season.

JACK BENNY and DINAH SHORE are back in Hollywood after having visited Houston, Texas, where they were starred in benefit performances for the Damon Runyon Cancer Fund, the National Kids Day Foundation and Holly Hall.

NORMAN LIVINGSTON, commercial program operations manager for WOR and WOR-TV, has left on an eight-day cruise to Nassau, in the Bahamas.

JACK MAAS, newswriter for the American Broadcasting Company, is back at his Radio City desk after having spent two weeks of leisure in Florida.

SARAH BERNER, who plays the part of the telephone operator on the Jack Benny program over CBS, has returned to Hollywood following a vacation of three weeks in New York.

Grand Central Viewpoint Given At PSC Hearing

(Continued from Page 1)

the PSC because of complaints received about the system moved through their second day with another hearing and possibly the final one being scheduled for today. A psychiatrist had testified on Wednesday that the music and commercials might produce ulcers or other illnesses, but Dr. Hyslop said yesterday that "the broadcasts certainly wouldn't give me any ulcers."

A division chairman at the terminal for the Brotherhood of Railway and Steamship Clerks, Freight Handlers, Express and Station Employees, Edward T. Butler, said that none of the employees in the terminal had complained of the broadcasts. He went on to say that jobs would not be as secure without the revenue from the programs.

One witness who identified himself as a New York Central Railroad stockholder, Irving Taylor, told the PSC that he was opposed to the presentations by the Terminal Broadcasting Company. Other persons testifying were Sherman Gregory, general manager of the broadcast system and representatives of Fact Finder Associates, who reported in a poll that about 85 per cent of the persons interviewed in the station were in favor of the programs.

The broadcasts are presented 17 hours a day from 7 a.m. to midnight from a control booth on the balcony of the terminal. The system began on October 1 of this year.

Record Players And Discs Promoted For Hospitals

(Continued from Page 1)

gram and the childrens' recordings were the donations of seven recording companies. Those providing the records were RCA-Victor, Capitol, MGM, Adventure, Caravan, Decca and Columbia.

Block will make the presentations to Marcus D. Kogel, commissioner of hospitals in New York, at the Gouvernor Hospital today.

'Rebuttal" Package Show Sold To Muntz On MBS

(Continued from Page 1)

will pick up tab. Show will be produced in New York by John Reddy and will include both live and taped material. First of its kind, program will provide a rebuttal for people who have been attacked in press which allowed them no chance to talk back.

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW" • MUTUAL

CKLW

Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.



Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he's now taking a little nap. Believe it or not, that's the way this queer fellow sleeps.

There's a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.

Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

And don't forget, Baltimore is the sixth largest market in the country.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

MBS Closed Circuit Talk Given By White

(Continued from Page 1)

faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry. Mutual has always been a different kind of network, a factor of increasing importance in these times of business transition.



WHITE

"Throughout 1950 and the years ahead, we plan to stress and emphasize these differences, which we feel will contribute greatly not only to Mutual's strength in the broadcasting industry, but also to its effectiveness as a merchandising medium for the advertiser.

"These differences add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners. These differences enable us to offer a solution to the problem of radio budgets which must be stretched to help finance experiments in television. These differences give to the network a firm foundation to withstand the shocks and dislocations of this transition period, and are the basic factors that make Mutual confident of its future."

WBAX Xmas Party

Several thousand children will be guests of WBAX in Wilkes Barre, Pa., at a three-hour Christmas party to be held in the local armory on December 24. The party is being sponsored by the station in cooperation with the merchants of the Wyoming Valley area. All the youngsters will be given Christmas packages in addition to special prizes to be awarded at the affair. A two-hour program of carols and entertainment has been prepared for the occasion with the entire show being broadcast by WBAX.

Mel Allen WBEC Guest

Pittsfield, Mass.— N. Y. Yankee sportscaster Mel Allen was recent guest of Mac McGarry on "The Mac McGarry Show" over WBEC. The two found they once lived within nine blocks of each other in Jackson Heights, L. I.

Emergency Gift

Ade Hult, MBS vice-president in charge of sales, yesterday received what may become a very valuable Christmas present. Gift, from one of his major Chicago clients, was a ten-gallon drum of water. Hult recently moved to New York from the Windy City.

REC Christmas Party Raises Over $6,000

(Continued from Page 1)

John Karol, vice-president of CBS, and president of REC, introduced Burrows who adlibbed his way through two hours of prize drawing and favored the club with a song or two.

Gifts which went to the members in the drawings came from many radio executives associated with stations outside New York. Ben Gimbel of WIP, Philadelphia, won an electric toaster which Burrows said "he could use to toast his money"; President Karol of the club walked away with a 15-pound ham and Frank Donato of the New York office of C. P. MacGregor won a dinner in a Chinese restaurant in Omaha. Eleanor McClatchy of the McLatchy stations in California, absent from the party, was announced the winner of a bushel of Virginia apples.

The attendance and interest in the drawings was proof positive that the giveaway era is a box office attraction. Burrows, seeming to have fun as he plodded through hour after hour of credits and drawings, at one stage said: "Hey isn't there a sponsor in the crowd? I've got a couple of shows I want to sell."

Reggie Schuebel of the Duane Jones agency, who was chairman of the women's prize procuring committee, turned up with nearly a 100 worthwhile prizes. They included a TV set and a trip to Bermuda.

Free Political Time Offered By WFIL In Philly

(Continued from Page 1)

A. Finnegan, has already accepted the offer and beginning January 3, a 15-minute program, Report to the Voters, will be presented by the party every Tuesday at 10:30 p.m. for at least 16 weeks.

The chairman of the Republicans, William F. Meade, has not indicated his acceptance as yet, Clipp said. However, he added, the offer will stand if the GOP decides to take advantage of it. If the Republicans accept, the program will become a half-hour presentation.

Clipp declared that "it has always been our policy to broadcast information of importance to the people of Philadelphia and its suburbs. With this in mind," he continued, "we feel that the interests of the public in the new year of 1950 will best be served by bringing to the WFIL studios those speakers best qualified to present their parties' views on subjects of local significance."

Substituting For Husing

"Mr. and Mrs. Music"—Andre Baruch and Bea Wain—take over the podium of the WMGM Bandstand for three weeks starting Monday, Dec. 26, while conductor Ted Husing vacations in Florida.

Woolley Retains Post In NBC Sound B'dcasting

(Continued from Page 1)

house. A. W. Kaney and Jennings Pierce, he said, would continue as station relations liaison for the central and west coast divisions, respectively.

All the men named as members of the sound broadcasting stations relations department have had long experience with the web in this and other fields.

Wooley joined NBC in 1931. In 1933 he became contact man in station relations, which position he held until 1936 when he was appointed general manager of radio station WWJ, Detroit. Returning to NBC in November, 1937, he was appointed manager of the station relations service division, serving in that post until 1942, when he was named assistant to the vice-president in charge of stations. In 1945, he was appointed director of the NBC stations departments.

Crosley Sales In N. Y. Show 35% Increase

(Continued from Page 1)

ceivers and radio models have been well received, Cole disclosed, and current demand exceeds supply. He added that other Crosley appliances had also been in great demand during past months.

Government Inquiry In TV Sales Methods

(Continued from Page 1)

butor requires a dealer to buy slow-selling items along with his regular purchases. Maher indicated that sales of television receivers together with record players are involved. The government official has made it clear however, that no charges are being made at this time.

In answer to the inquiry, RCA says it has been asked to furnish information on sales distribution methods.

The corporation believes that the investigation will show their practices to comply with the law.

Maher said parties found guilty of tie-in sales would face a fine up to $5,000 for a corporation and up to $5,000 and a year in jail for individuals. The charges would involve anti-trust provision of federal laws.

The sales might involve slow-selling radio receivers, record players or other appliances which a dealer was forced to accept to acquire better-selling items.

Mrs. Harry M. Bessey

Mrs. Harry M. Bessey, wife of Harry M. Bessey, executive vice-president of Altec Service, died December 10, following a short illness, at Montclair, N. J.

for profitable selling INVESTIGATE

WDEL WILMINGTON DELAWARE

WGAL LANCASTER PENNSYLVANIA

WKBO HARRISBURG PENNSYLVANIA

WRAW READING PENNSYLVANIA

WORK YORK PENNSYLVANIA

WEST EASTON PENNSYLVANIA

and

WDEL-TV WILMINGTON DELAWARE

WGAL-TV LANCASTER PENNSYLVANIA

NBC AFFILIATES

STEINMAN STATIONS

Clair R. McCollough, Monoging Director

Represented by ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

FCC Gets Petition To Reconsider Grant

(Continued from Page 1)

its power from the 1240 to the 1080 band in the same city was upheld in April by the U. S. Court of Appeals.

WINN reported yesterday that it is losing its ABC affiliation to WKLO next month. WINN seeks to have the FCC reopen the whole question, pointing out that the decision to permit the new station rather than to give WINN the frequency shift and a power boost from 250 watts to five kilowatts day and one kilowatt night was based on the fact that WINN was relying upon ABC programming whereas WKLO would be primarily local in its programming. WINN planned to take the full ABC network wire.

That Mid-America, licensee of WKLO, would affiliate with ABC was predicted by WINN during the proceeding before the Commission.

The Commission and the court, said WINN yesterday, based their preference for Mid-America upon its commitments that its operation will be based upon a non-network schedule unless a network affiliation can be secured which will not be at the expense of its local program service and which will not prevent a fair proportion of its time between 7:00 and 11:00 p.m., from being devoted to local live sustaining programs.

Standard option hour provisions in ABC contracts leave only two free half-hour periods between 6:00 and 11:00 p.m.—from 7:00 to 7:30 and from 10:30 to 11:00. This would mean, said WINN, that WKLO cannot continue to provide the service pledged when it received its permit.

In view of the change in network affiliation, said WINN, "it is apparent that basis for preferment of the Mid-America application over that of petitioner no longer exists, and that the public interest requires that the entire matter be reconsidered in the light of the changed circumstances. . . . petitioner's prospective operation as a non-network station entitles it to a comparative consideration for the better broadcast facility originally granted to Mid-America on the basis that the latter proposed to operate as a non-network station."

Greets Barkley On WIOD

Miami — WIOD's Harry Munyan obtained an exclusive greeting to Miami from Vice-President Alben Barkley upon the veep's arrival at his Miami Beach honeymoon hideaway December 15th, and WIOD's Billie O'Day, women's commentator obtained an interview with the veep and Mrs. Barkley both aired Friday over WIOD. The veep was principal speaker at the Dade County Jefferson Jackson Day Dinner, December 17th.



Man About Manhattan. . . !

● ● ● BIGTOWN SMALL TALK: Radio station owners have started promotion campaigns to sell radio via TV and proving, through some highly interesting statistics, that AM is still as big as ever. . . . Walter Winchell switched his plans and instead of trekking off to the coast will spend the holidays with his family at the Roney Plaza in Miami Beach. . . . Frank Cooper has set Martha Tilton and Harry Babbitt for a year's recording contract on the Coral label. . . . "Luncheon at Sardi's" heading toward its 4th year on the air with the highest daytime rating on WOR. . . . Sheriff Bob Dixon sought by a major film outfit for series based on his "Chuck Wagon" characterization. . . . Frank Saunders putting on the "Paddy" show for WPIX for a one-time shot Dec. 26th at 8:30 p.m. . . . Xavier Cugat's about to launch a nationwide search for a new Latin vocalist for whom a $5000 prize awaits plus a tour of So. America and Europe with him in '50. Cugie's Norma Calderon has been signed for the "So. Pacific" road company. . . . Talented kids from the Wally Wanger Dancing School will put on a half-hour show on "Market Melodies" via WJZ-TV tomorrow. . . . Jerry Devine back to the coast after hopping down to Washington to gather some more inside stuff for his "This is Your FBI" series. . . . Leo De Lyon sez it's too bad about the shortage of water here. Now if there can only be a shortage of "shortage of water" jokes.

☆ ☆ ☆ ☆

● ● ● The Radio Executives Club party at the Hotel Roosevelt yesterday was a really worthwhile charity gesture. All of the proceeds—$6,000—goes to worthy charities and the 800 men and women who attended had a real good time. John Karol, president of the club and Reggie Schuebel of Duane Jones agency, who was chairman of the prize committee are to be congratulated. . . . ditto to Claude Barrere, secretary-treasurer, and some Christmas candy to Bill Hedges and O. B. Hanson who had the courage to wear Santa whiskers at the Radio Pioneers table.

☆ ☆ ☆ ☆

● ● ● THAWTS WHILE THINKING: While they're at it, those TV stations who've been beefing about the blood-and-thunder material unloosed upon the television screens might as well include those shows dealing with ghosts and the supernatural. Wed. nite's edition of "The Clock," for instance, which was the story of a lad who died at 10 p.m.—or just about the time his 'spirit' visited his sweetheart and vowed eternal love. We don't know how the kiddie trade took it, but it was enough to chill our insides. . . . Talking about a chill, coldest delivery on the air (despite his excellent text) belongs to Martin Agronsky. It takes the Fitzgeralds ten minutes to warm up the air again after Agronsky leaves it.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Let me relate briefly a hair-raising incident," writes Roger Kay. "Right after your kind words about our presentation for the Paul Lukas show, 'The Cheater,' we got a lot of calls from execs who wanted to see it. However, before we could get around to showing it, tragedy struck. sometime during the fateful night, 'The Cheater' vanished from behind locked doors at the executive offices of GAC. Needless to say, we all went quietly nuts the next day. At 7 p.m., bless him, the quickwitted Rockefeller Center detective triumphantly returned, with IT under his arm. The innocent cause of all this furore was an art-loving charwoman who had taken it home, figuring it was just a beautiful 'picture book.' All's well that ends well, however, and we're all happy again—except perhaps our bewildered charwoman who shall, from now on, limit her collection to dated magazines."

TV Time Sales In '48 Totaled $8,700,000

(Continued from Page 1)

erating less than six months. Average monthly income ranged from $20,000 for stations on the air all year to only $5,000 for those on the air two months or less.

Fourteen stations on the air all year reported an average operating cost of $538,000—about $45,000 per month. Among these, one reported an annual operating expense of $814,000, and another only $59,000.

The FCC said TV revenues accounted for about 10 per cent of the overall take of TV sound radio stations in Philadelphia, and about 8 per cent in New York and Washington.

Santa Claus On WTAG

Kris Kringle has been having a busy time for himself at WTAG in Worcester, Mass. The Julie 'n' Johnny program used a pickup of Santa complete with static and interference as if from overseas. A second try to reach the bearded gent was on "FM" and it came in clear. Santa said he'd have some FM sets in his bag. On the Letters to Santa part of the same show, a letter was read from a 20-year-old girl named Arlene whose left arm had been amputated. Pledges totaling $250 came into the office to help the girl with a few minutes after sign-off.

Hollywood's New

COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
- Rates from $6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOllywood 9-2701

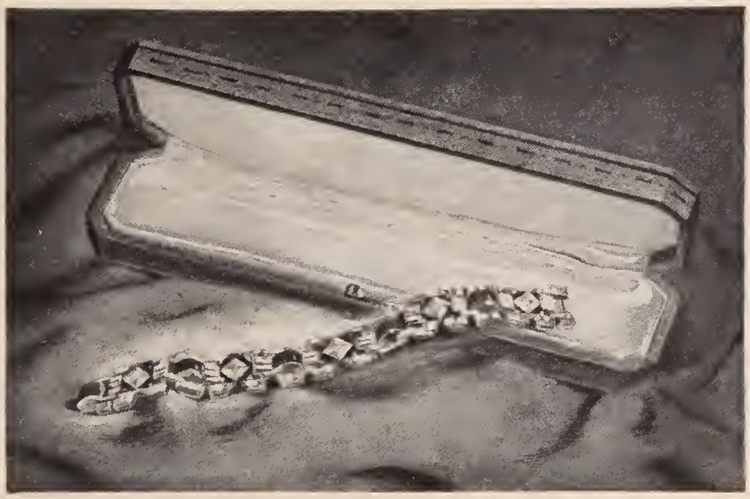
What other Christmas present can you name that...



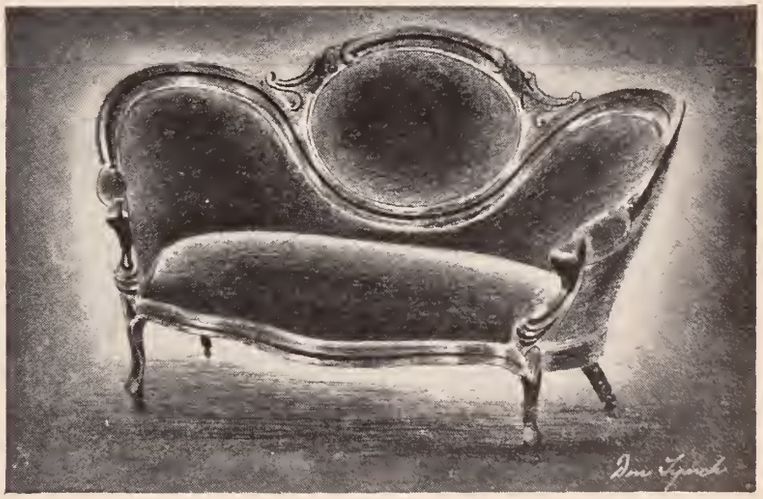
. . . you wouldn't want to exchange



. . . comes in so handy on rainy days



. . . never wears out



. . . keeps increasing in value

. . . is so quick and easy to buy
. . . pleases everyone on your list
AND . . . gives itself all over again
(with interest) ten years later?

U.S. Savings Bonds

Automatic Saving is Sure Saving

THIS SPACE CONTRIBUTED BY RADIO DAILY

AGENCIES

ALBERT R. WHITMAN has re-signed as v-p and account supervisor at Benton & Bowles, Inc. to join Campbell-Mithun, Inc. Minneapolis, as executive v-p on February 1.

BOWKER & CO., INC., new advertising and public relations organization, has been established in Toledo, Ohio, with offices in the Manhattan Building.

W. RODNEY ERICKSON has been appointed manager of Young & Rubicam's radio and television department, Everard W. Meade, v-p of the agency has announced.

FOOTE, CONE AND BELDING have established an office in Houston, Texas, to service the Gulf Brewing and Hughes Tool Company accounts.

STANWOOD A. MORRILL has been named director of marketing and advertising for Lambert Pharmacal and Pro-phy-lac-tic Brush Co.

W. RICHARD GUERSEY has joined the staff of MacManus, John & Adams, Inc. in Baltimore.

EDWIN F. COLEMAN is now with Advertisers Production Services, Inc. in an executive capacity. He was formerly an account manager with Kenyon & Eckhardt, Inc.

Send Birthday Greetings To—

December 23
Howard Breslin — Don McNeill
Pinkie Herman — John Waters
W. A. Stretch, Jr. — Jack Lloyd

December 24
Jack Alicoate — Doris Sharp
Dick Crans — Naylor Rogers

December 25
Matt Brooks — Peggy Stone
Ron Gamble — George Lasker
Betty Olson — Bob Ripley
Gladys Swarthout — Josef Stopak
Arthur Perles — Larry Goddean
Herman Katzman

December 26
Bernard Dudley — Hibbard Ayer
Charlie Alicoate

December 27
Charlotte Chain — Sam Coslow
Jack Lathan — Joseph E. Crenshaw
Charles Holland — Ralph Smith
Oscar Levant — Mark Woods
Roy Amos Thomas — Mary Hutter

December 28
Dick Joy — Noel McMahon Burr
Blanchard McKee
William Bohack

December 29
George Field — Clyde McCoy
Wendell Niles — Pat Padgett
Larry Stevens

WINDY CITY WORDAGE

By HAL TATE

● ● ● Larry Kurtze of the Service Unlimited TV package firm, beaming because his "Second Cup" TV daytimer on WBKB starring Linn Burton garnered top honors in a special survey conducted by the local Jay & Graham research firm. . . . Tommy Bartlett, star of NBC's "Welcome Travelers" flew to Montgomery, Alabama over the week-end as guest of the Maxwell Field Air Force base. Tommy was guest of honor and emceed the gala program dedicating the air field's new theater. . . . Chicago's pioneer disc jockey, Norman Ross, beaming over the wonderful pre-Xmas business at his record shop in Evanston. . . . Ben Park's new documentary transcribed show will be released over more than 400 stations by the American Medical Association right after the first of the year. It's a public service program based mainly on Ben's prize-winning "It's Your Life" show.

Chicago

☆ ☆ ☆ ☆

● ● ● Rosemary Wayne is considering making her TV debut very soon. . . . The fact that Tom Moore got some 200,000 entries on his "Home Made Toy" contest on his MBS "Ladies Be Seated" show, aided him in snaring the Miles Laboratories firm for a sponsor. . . . Harold Isbell recently celebrated his first—and very successful—year on television. . . . Chuck Sebastian is the new prexy of the Chicago Radio Correspondents Association succeeding Charles Ahrens. Chuck is with FM station WFJL while Ahrens is with UP. . . . Other officers elected were: Richard Elliott, WCFL, vice-president; Will Whitney, WGN, secretary; and Sam Paxton, WMBI, treasurer. . . . A recent Chicago visitor to the Mutual offices was Don C. Wirth, vice-president and general manager of WNAM, Meenah, Wis.

☆ ☆ ☆ ☆

● ● ● The Barthel, Inc. record firm has reorganized with Nick Wayne elected president and Paul Cwik, vice-president. Larry J. Anazaolone is secretary-treasurer. . . . Initial artists signed are singers Johnny Hill and femme thrush Toni Rami. . . . Jerry Colonna and Sonny Tufts guested this week on Tommy Bartlett's "Welcome Travelers" show. . . . Don Getz, WGN promotion director, recuperating from his recent illness. Don was hospitalized for several weeks. . . . Another hospital case is Norman Felton, NBC television director, who underwent an appendectomy. . . . Oliver Morton, manager of the NBC Central Division national spot sales department, and salesmen Robert Flanigan, Howard Meyers and George Halleman are back from their sales confab at WGY, Schenectady. . . WJJD and WGES disc jockey Al Benson does all his programs from his south side home.

☆ ☆ ☆ ☆

● ● ● NBC exec Niles Trammell attended the Ad Council's Directors meeting at the Blackstone Hotel last week. Mr. Trammell said he didn't sign any talent while in Hollywood but he did sign up KFI for another couple years. . . . Friday, December 23rd is a gala day for "The Breakfast Club." It's Emcee Don McNeill's 42nd birthday and the gang will put on a special Christmas show featuring the appearance of Don's wife, Kay, and their three sons, Tommy, Donnie, and Bobby. . . . Recent ABC visitors were Joe Hartenbower and Dick Evans, general manager and sales executive respectively of KCMO, Kansas City, and Don Searle, ex-v.p. of the network's western division. . . . Many moons ago this column predicted that one of the best radio and TV comedians in town was Cliff Norton. The accolades he's receiving at the Sherman Hotel's "College Inn" show proves we were right. . . . WMOR's "Press Conference of the Air" getting an excellent reception. Chicago Congressman Sidney R. Yates, who recently returned from Europe, was a recent guest speaker.

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PROMOTION

MBS' 'Queen' Contest

Mutual is drawing to a close its three-month "Queen of America" contest to select the outstanding clubwomen in the nation and will select the winner from among five semi-finalists on the Jan. 6 "Queen For A Day" program.

The promotion idea was based on remarks made in the U. S. Senate by distaff Senator Margaret Chase Smith of Maine relative to the civic contributions of the nation's clubwomen.

Mutual has selected, tieing local affiliated stations into the stunt, one quarter finalist from each station area and will announce their names on the program Dec. 27. On Dec. 30, the semi-finalists, chosen from among the 5,000 station area winners, will be announced.

Finale comes when, on the Jan. 6 program, the studio audience picks the winner from among the semi-finalists. The clubwoman selected will be cited for her "leadership and civic contribution to her community" and will receive a large jackpot of merchandise prizes.

"The Greatest Is Charity"

WORZ, Orlando, NBC outlet for central Florida, has a "Toy Terminal" set up on Main Street as a depot to receive contributions of used toys, clothes etc. At regular intervals the American Legion "locomotive" picks up the articles and delivers them to the Orlando Rescue Mission for repair and distribution to needy families this Christmas. Many of WORZ's local programs are scheduled for origination at the "Toy Terminal" and are attracting large crowds interested to see how broadcasters go about the business of helping worthy causes.

Wiig Elected President Of N. Y. AP Broadcasters

Albany—No curtailment of news services on holidays was voted by the New York State Associated Press Broadcasters' Association at their annual meeting.

The AP broadcasters also re-elected Gunnar Wiig of WHEC, Rochester, as president at their one-day session held in the Hotel Ten Eyck. Jim Healey of WOKO, Albany, was named v-p of the group and Norris Paxton, AP Albany bureau chief, secretary.

Another recommendation passed was the substitution of Friday's sports broadcasters football consensus by a roundup of major football games. The delegates decided to hold a Monday meeting early in October and have an interim meeting for New York City members in January of the coming year.

Bill Meenam of WGY, Schenectady, Tom Brown of WGVA, Geneva, and Bernard Buck of WNYC, New York, were elected directors of the organization.

TELEVISION DAILY

Section of RADIO DAILY, Friday, December 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

NEW CBS COLOR TEST PLANS SET

TELE TOPICS

THE ABC HANDOUT heralding the return of "A Couple of Joes" described the show as a "television potpourrie (sic) salted with humor, crackling with odd gags and gimmicks, and flavored with popular music played by acknowledged experts in their field." Sounds good, but without casting any doubts on the veracity of the drumbeaters or their powers of observation, we want to say that just 'tain't so. The show this week was divided into two half-hour segs aired 30 minutes apart. We caught the second one and what we saw was something like this: Emcee Warren Hull reads listener requests for songs. The band, headed by Milton DeLugg, plays the number or Joan Barton sings it. If the musicians don't know the requested song, the writer gets a prize such as a year's supply of soap. That's all there is and it adds up to an informal nothing. So informal, in fact, that trumpet player Bobby Hackett left when the stanza was about ten minutes old to go to work at Nick's down in the village. . . . Hull is a glib, polished emcee and Miss Barton a most attractive lass, but they need more than what the show offers. Program's major gimmick is J. J. Morgan, a sad-eyed Basset who roams around the top of the piano totally indifferent to the proceedings around him. . . . A World Video package, show is produced by Ed Kenner and directed by Eddie Nugent.

●

RED SMITH, sardonic sports columnist of the Herald Tribune, loosed his lethal typewriter the other day at sports announcers who describe action plainly visible to viewers and at the practice of reading aloud the sponsor's slide as it appears on the screen. Said he: "When the telecasting of sports was new, the notion was that the retreaded radio announcers employed to furnish the running comment would have to learn a new technique. They would have to acquire some respect for facts, in order to avoid glaring discrepancies between the thing seen and the thing heard. And they would have to confine their comment to collateral details not revealed in the picture, lest they offend their auditors by telling them things they could plainly see for themselves. This notion has proved grossly over-optimistic. Videots apparently do not object to the implication that they are too stupid to understand what is going on before their eyes. They don't even take offense at the advertiser's assumption that they are too ignorant to read a printed line." . . . This business of reading slide or flip-board copy has been annoying us for some time now. It may make for impact, as the Madison Ave. boys would say, but it seems that in doing so they demonstrate that their appraisal of their audience is the same as Brother Smith's.

Web To Transmit Color From Three Cities, Showing Images To Public For First Time; WOR-TV, WOIC, WCAU-TV To Co-operate In Test

(Continued from Page 1)

WOIC and WTOP, Washington; WCAU-TV, Philadelphia; Smith, Kline & French, Philadelphia pharmaceutical house, and AT&T and local phone companies.

The test will make color airings available to segments of the general public for the first time. CBS will install 15 color sets in one or more Washington locations to which the public will have access. In New York the web plans to use members of the public as observers in tests to produce technical allocations data. Primary purpose of the New York tests is to provide the FCC with such information as the extent to which color stations in different cities on adjacent channels or on the same channels may interfere with each other, and the effect of diathermy and other interference.

Another phase of next month's tests is the installation of color receivers in Washington homes so that the pictures can be observed under normal viewing conditions. CBS has offered to install color receivers in the homes of the seven FCC Commissioners.

To assist laboratories and manufacturers, CBS is making all the color broadcast signals available for technical tests. It also is providing color receivers for test purposes to the FCC Laboratories in Laurel, Md., (already delivered), and to the Senate Advisory Committee on Color Television.

In New York the broadcasts will be over the standard transmitters of WCBS-TV and WOR-TV. The Washington broadcasts will be carried by WOIC. Studio facilities of WTCP, CBS radio affiliate in the capital, also are to be used in the Washington operations. Broadcasts in Philadelphia, which will start after the tests in the other cities have gotten under way, will be over WCAU-TV.

AT&T and the local telephone companies in New York, Washington and Philadelphia are providing extensive circuits not only for the local operations but also for intercity transmission of the color signals via coaxial cable.

To Air Live And Via Film

The tests, which will include both live and film programs, will be conducted during hours that will not interfere with the regular local or network broadcasting schedules of the cooperating stations. The color transmission periods will generally be scheduled to alternate with standard black and white transmissions so that installation of standard sets in homes in the three test areas can continue without interruption.

Existing black and white sets will not receive the color transmission as usable pictures unless they are adapted.

In Washington the live pickup equipment will be that developed by CBS for Smith, Kline & French, for demonstrations of the teaching of surgical and medical procedures before professional groups in major cities throughout the country.

In New York, CBS will use color film and slide pickup equipment, together with standard black and white film and live pickup equipment, in order to study the comparative interference behavior of color and black-and-white as requested by the FCC.

Press-Time Paragraphs

IATSE Organizing Make-Up Artists

In the first NLRB election for TV make-up and hair stylists, employes in that category at NBC this week unanimously voted IATSE Local 798 as their collective bargaining agent, the union announced yesterday. Contract negotiations will be started soon by Sal J. Scoppa, business agent of the local, which is now organizing make-up personnel at all other stations, IA said.

New Pilot Plant Set By Corning Glass

Corning, N. Y.—A new pilot plant to be used initially for development of new production methods for video tubes will be constructed here by the Corning Glass Works. Plant will be equipped with a 60-ton glass melting tank and various types of conventional and experimental glass forming and finishing machines.

NBC-TV Station Dept. Set; Hickox Director

Continuing its divorcement of AM and TV, NBC yesterday announced establishment of a separate TV station relations department to be headed by Sheldon B. Hickox, Jr., manager of the combined department before separation.

On the staff of the new department are Thomas E. Knode, formerly assistant to Carleton D. Smith, director of tele operations; E. B. Lyford, Stephen A. Flynn and Robert J. Guthrie, station relations execs.

Hickox joined NBC in 1929, shortly after graduation from Amherst. In 1931 he became assistant sales traffic manager and in 1933 was named supervisor of commercial traffic. Two years later he was named assistant manager of station relations and in 1939 took over management of the department.

Johnson Will Describe Filming With 3 Cameras

The three-camera technique used by Jerry Fairbanks, Inc., in the production of low-cost video films will be described by Russ Johnson, vice-president of that organization when he addresses the distribution session of the National Television Film Council's third quarterly forum to be held Dec. 28 at the Hotel Astor.

John Mitchell, of UA Television, who also is distribution chairman of NTFC, will head the morning session on production. He will discuss the availability of bank financing for television films.

Strahorn Joining Y&R

Lee Strahorn, indie radio producer, will join Young & Rubicam to handle production on the Fred Waring TV show, it was announced by Everard W. Meade, radio-tele chief of the agency. Strahorn previously was with NBC and Foote, Cone & Belding. He will leave California for New York Dec. 28.

Cassyd Elected By ATAS

Hollywood—Syd Cassyd has been elected president of the Academy of Television Arts and Sciences, succeeding Harry Lubcke. James Vandiveer and H. L. Hoffman were named vice-presidents; Robert Packham, treasurer; Betty Mears, secretary; Mark Finley, corresponding secretary, and Dick Lane, recording secretary.

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, Dec. 23, 1949

Master Antenna For All TV Areas

A multiple-outlet master television antenna system for apartment houses, hotels, stores, schools, hospitals, and office buildings is now available for installation in all TV areas throughout the nation, according to an announcement by the RCA Engineering Products Department.

The installation, known as the RCA Television Antenaplex System was first publicly announced last May, but initial sales were restricted to the eastern seaboard.

Antenaplex is designed to meet requirements of both landlords and tenants by providing TV antenna outlets in all apartments, offices, or other space units with a minimum of rooftop equipment, consisting essentially of an individually tuned antenna for each transmitting channel in the given area, a master signal amplifier to boost the signals received on all channels, and one or more vertical lines of coaxial cable, running through pipe wells in the walls, with branch connections for all outlets.

Three New York apartment owners have signed contracts with the Commercial Radio Sound Corp., RCA sound products distributor in the New York area, for installation of Antenaplex systems. They are: owners of Schwab House at 11 Riverside Drive, and developments at 40-44 and 715 Park Avenue.

Top TV Reception Atop Mt. Washington

Reception of TV programming across a distance of some 150 miles has been reported from the Mount Washington Observatory, atop Mt. Washington in New Hampshire. In a letter to the Hub Company, a Boston department store, the Observatory commended the sensitivity of their TV set, a 12½-inch Tele-tone table model, which they reported was operating on a routine antenna installation. "The set works fine on both Boston stations," the letter stated. "There are no signs of 'snow' even during the daytime when signals are down. We are over 140 airline miles from Boston, but we do not use amplifiers of any type. The 6000-foot elevation probably helps eliminate the necessity of such. The Tele-tone set is providing and will undoubtly continue to provide many hours of enjoyment as we at the Observatory will shortly be without outside contact except by radio and television," the message concluded.

Army SC Developing Miniature Equipment

Small, light-weight Army Signal Corps equipment which can be easily carried by men and withstand extremes of climate is being designed to provide fast, effective communications networks for combat troops in the field, the Department of the Army announced. A crystal rectifier reduced to the size of a match head, a field switchboard that weighs only 22 pounds and a portable teleprinter weighing 45 pounds are among items developed through S. C. research projects. Miniature and sub-miniature radio tubes have also been produced.

GE Tube Div. Announces Three Appointments

Three new appointments have been announced in the tube divisions of the General Electric Company by J. M. Lang, manager. E. F. Peterson has been named manager of sales of the divisions, with headquarters at Schenectady. L. B. Davis has been appointed manager of the receiving tube division at Owensboro, Ky., and K. C. DeWalt has been appointed manager of the cathode ray tube division at Electronics Park, Syracuse, N. Y. All have been associated with General Electric for a number of years in various capacities.

Motorola Plant Plans To Double Set Output

In order to free its Chicago plant for greater video production, Motorola, Inc., will double the capacity of its Locust Avenue radio plant in Quincy, Ill., according to an announcement by Paul V. Galvin. Construction of the new plant began this week, with completion scheduled for March 1.

Statement By Galvin

"This step is both a consolidation and an expansion for increased production of our television receivers," said Galvin. "The new plant addition in Quincy will be devoted to the production of home and auto radios, a move which in turn will enable us to turn out more television sets in the headquarters factory in Chicago. Although our chief concern is greater TV production, this move can also be taken as evidence that, far from being dead, demand for radio continues strong."

Two New Assembly Lines

Through the addition of the Quincy plant, radio set output there is expected to increase from approximately 2,800 units per day to 3,800. Two new assembly lines are being incorporated in the construction, which will consist of about 15,000 square feet. The new facilities will require the addition of some 100 new employees in the stepped-up manufacturing schedule.

PRODUCTION PARADE

Deflection Yoke Shield

In keeping with the trend of developing new time and money-saving components for TV sets, Henry L. Crowley Co., West Orange, N. J., announce a new powdered-iron deflection yoke shield. In the shape of two half cylinders, this new item saves time in the assembly work on the deflection yoke. In place of usual winding procedure with soft iron wire, these two cylinder halves are slipped into place around the electrical winding and held with a few wraps of tape. The powdered-iron shields cost approximately the same as the soft-iron windings material while the electrical characteristics of the powdered-iron are better than those of the iron wire.

Joins Airborne Instruments Lab

Herbert DuVal, Jr., for many years with GE, has joined Airborne Instruments Laboratory, Mineola, N. Y., as technical assistant to H. R. Skifter, president. DuVal was with GE for 14 years during which time he became head of the company's naval electronics commercial activities. Prior to joining AIL, he was vice-president of station WPTR, Albany, N. Y.

New Magnavox Radio-Phono

The Wedgewood, a new Magnavox radio-phonograph, which also features Add-A-Television feature, has been announced by Magnavox. The new model is designed with storage space for 14 large record albums, part of which may quickly be converted to accommodate the addition of a TV receiver at the owner's convenience. The Wedgewood is designed in 18th century cabinetry and lists at $275 for the radio-phonograph and $469.50 with TV.

Smaller Paper Capacitors

Aerovox Corp., New Bedford, Mass., is making a smaller paper tubular capacitor available to the radio electronic industries. Known as Type P85, the capacitors feature the same materials and general processes used in the Aerovox Aerocon Type P87. To achieve the miniature size new production techniques were required for handling minute sections, wires and other components without sacrifice of quality and mass production requirements.

DuMont Inputuner

A new DuMont four-section Inputuner incorporating the latest Mallory-Ware spiral-type Inductor, is announced by the Electronic Parts Div. of Allen B. DuMont Laboratories. Among its advantages is the doubling of the gain over previous models, together with greatly improved selectivity in keeping with the advent of more and higher powered TV transmitters, local FM stations, amateur radio and other services.

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WEB, STATION '48 EARNINGS REPORTED

Stanton Predicts '50 Will Be Fine As '49

Nineteen Hundred and Forty-nine, in many respects, was the most successful year in CBS' 22-year history, Frank Stanton, CBS president, said in his year-end statement, released Friday.

He cited the "unique" position of the web in radio programming; its top rated TV programs; its increase in network coverage with 185 stations now in the network fold, and its record time sales for both radio and television during the past year.

(Continued on Page 3)

Pope Replies to Fly Plea In WINS-Employe Row

Washington Bureau of RADIO DAILY

Washington—Recalling statements in the original petition filed by WINS employees against sale of the station to Publisher Generoso Pope, attorneys for Pope have told the Commission they cannot understand the recent statement by James Lawrence Fly, counsel for the WINS employes, that "the question of whether foreign-language broadcasting is good or bad" is not involved in the protest.

Filing further comments for Pope,

(Continued on Page 3)

Lever Sales Personnel Announced By Official

W. W. McKee, Lever Brothers vice-president in charge of sales has announced the company's present organization of Lever Brothers' Merchandising Department.

McKee said that the department would continue under the direction

(Continued on Page 3)

AM Total For Year Is $407,000,000, 10.9% Over '47; Expenses Up 17.5%; Figures For FM Also Issued

Washington Bureau of RADIO DAILY

Washington—The FCC reported on Friday that AM networks and stations earned a total of $407,000,000 in the calendar year 1948, with an additional $621,000 reported by 77 FM stations affiliated with AM stations and $1,026,208 reported by 89 of the 107 FM stations on the air in 1948 without affiliation with an AM outlet.

The $407,000,000 figure for AM was 10.9 per cent over the 1947 total—but expenses were up 17.5 per cent. Total profits before taxes, fell off thus by 10.7 per cent to $64,-100,000, with networks accounting for 28.2 per cent of the total. The network profit figure of $18,100,000 includes the take of the 27 owned-and-operated stations. The four national webs and three regionals are included.

A $46,000,000 profit figure was reported by the 1,797 other stations covered in the study.

Average station income (before taxes) in 1948 reported by 1,313 stations in operation at least two full years was

(Continued on Page 3)

Federal Court O'Kays Station's Decision

Boston—A suit asking damages and an order to force WLAW in Lawrence to broadcast a sermon has been dismissed on the ground that the station has the right to decide what programs will best serve the public.

Judge Francis Ford said that the Federal Communications Act "does not expressly confer on anyone any right to broadcast any material at any time" in tossing out a breach

(Continued on Page 2)

New Sales Records Forecast By Baker

New sales records for 1950 in the electronics industry are anticipated by Dr. W. R. G. Baker, vice-president and general manager of the electronics department of the General Electric Company. An estimated 80 per cent of the company's receiver business next year will come from TV set sales, Baker continued.

"The public will spend over $800,-000,000 for TV receivers in 1950, plus $60,000,000 for installations," ac-

(Continued on Page 7)

Past Year OK; Next Also Good—Sarnoff

"The year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year," David Sarnoff, chairman of the board of RCA, said in his year-end statement just released.

"Television shook off its adolescence and came into man's estate" in 1949, the medium's "first big year," he said. By the end of 1954, Sarnoff predicted, there will be about 20,000,000 receivers in American homes for a total audience of about 75,000,000. The 61,000,000 radio

(Continued on Page 7)

Special Mid Century Prog. Gets Sponsor On CBS

"Mid-Century," a special one-shot CBS broadcast sponsored by Chevrolet, will be heard over the entire web from 5 to 5:45 p.m. on New Year's Day, it was announced Friday.

The program, which entails flying in to the United States all CBS news bureau chiefs from key news centers throughout the world, will examine the accomplishments and the status

(Continued on Page 2)

Record Business Reported By WJR in Detroit

Detroit—With $684,533.00 signed in renewal and new business between December 1st and 19th, WJR is having its best month in the station's history, Harry Wismer has announced.

All major program accounts expiring in December have renewed, including Shell Oil, Standard Oil,

(Continued on Page 2)

BMB Again Postpones Date Release Of Second Study

The release date for the Second Study by the Broadcast Measurement Bureau has been again postponed, it was learned Friday by RADIO DAILY. Release date had been set for the 27th of December this year, but is now postponed indefinately until after the "first of the year."

Dr. Ken Baker, BMB chief, Friday said the reason for the delay is that "my production estimates based on the 1946 survey were wrong." Dr. Baker said, however, that 21 states had been completed of the "49" (including the District of Columbia) that were being surveyed.

This postponement is the second since the Second Study was started earlier this year.

For Uncle Joe

The "Voice Of America" gave Santa Claus extensive air time on broadcasts to the Russian people during the Christmas season, it was revealed Friday by a "Voice" official, in order to show the Russians what a fine season Christmas is here in the land they are taught to hate and fear. Christmas once was Russia's outstanding holiday.

Real Trouper

Bob Hope—the original "Mr. Showbusiness" to twenty million GI's—left Los Angeles by plane Friday morning to spend HIS Christmas entertaining thousands of servicemen now doing duty in Alaskan outposts. A transcription of his departure was made at the airport and will be part of his next Tuesday night show over NBC.

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Andrews Sisters, Levey Settle Contract Dispute

West Coast Bureau of RADIO DAILY

Hollywood—Contract between Andrews Sisters and Century Artists, as radio representatives, has been cancelled by mutual agreement upon payment of accrued commission which had been withheld pending settlement of suit filed on behalf of the Andrews Sisters on Nov. 7th.

Lou Levey, who has been personal representative of the trio for 12 years, will continue to represent them in all fields. Radio contracts for their CBS "Club 15" show, which has two years to run, remains in force with no future commission to Century Artists.

New Emerson Officers

Three new officers have been elected by the Emerson Radio and Phonograph Corporation's Board of Directors, it has been announced. These include Commodore John D. Small, vice-president; Abraham Rosen, assistant treasurer; and A. A. Vogel, controller. Small also serves as assistant to the president. Mr. Rosen was formerly controller and Vogel was assistant controller.

Buys Participating Time

CBS has signed Doubleday & Co., book publishers, to sponsor two separate 15-minute weekly Sunday afternoon programs effective Jan. 8. Programs are a Galen Drake commentary and a quiz show details of which are forthcoming. Huber Hoge & Sons is the agency in charge.

Record Business Reported By WJR in Detroit

(Continued from Page 1)

Metropolitan Life, Richman Brothers, Mennen Shave Products and Minute Maid Orange Juice.

In addition to program renewals, extensive spot renewal contracts have been signed by the Goodwill station with Colgate Palmolive Peet, Kellogg's Cereals, Bulova Watch Company, Chrysler, Chevrolet, Hudson, Pontiac, Oldsmobile and Ford.

Along with the brisk renewal business, WJR completed negotiations for two new shows with the signing of the "Eddy Arnold Show," sponsored by International Milling Company, five times a week for 52 weeks starting January 2nd and the sponsorship of "The Hermit's Cave" for 52 weeks starting December 25 by the Coal Heating Service of Greater Detroit. Two other new major program sales are expected shortly.

"We plan to release the exact figures for the entire year 1949 within a week," Wismer said. "We know it will be another record year even higher than 1948 when we broke all previously existing business records for WJR. The recent renewals plus the tremendous new business points to a banner year for WJR in 1950."

Nielsen Nov. Report Issued on Top Twenty

The latest release of National Nielson-Ratings for the "extra-week" November 13 to 19 shows Lux Radio Theater, 26.2; Jack Benny, 22.3; and "My Friend Irma" in positions, respectively, one, two and three.

Other top rated shows in the first twenty include: "Talent Scouts," 20.3; Charlie McCarthy, 18.3; Walter Winchell, 17.9; "Amos n' Andy," 17.9; Bob Hope, 17.1; "Mystery Theater," 16.9; Red Skelton, 16.7; "Fibber McGee and Molly," 16.4; Dennis Day, 16.4; "Mr. Chameleon," 15.9; "Mr. Keen," 15.2; Judy Canova, 15.1; "You Bet Your Life," 15.1; "Inner Sanctum," 14.9; "Crime Photographer," 14.5; "Truth or Consequences," 14.5; and "Dr. Christian," 14.4.

Nielsen Highlights show that 34 different programs have placed in the top twenty since last October and that "Radio Theater," Jack Benny, "Talent Scouts," Charlie McCarthy, "Amos n' Andy" and "My Friend Irma" have consistently been among the first ten leaders each time.

Admiral Buys Plant

Chicago—The Admiral Corp. has bought the General Mills plant in Bloomington, Ill. The plant was taken over by General Mills in January, 1948 from the Colonial Radio Corp. for making pressure cookers and was later used as a warehouse. Admiral's purchase was effective December 15 and the company plans to make radios and television receivers at the 64,000-square-foot plant.

Special Mid Century Prog. Gets Sponsor On CBS

(Continued from Page 1)

of civilization at the half-way mark of the 20th Century.

Ed Murrow will act as chairman of the discussion and featured will be the following CBS bureau chiefs: Howard K. Smith, London; David Schoenbrun, Paris; Winston Burdett, Rome; Bill Downs, Berlin; and Bill Costello who recently returned to this country from Tokyo. Eric Sevareid, Washington bureau chief, and Larry Lesuer, chief UN correspondent for CBS will also take part. Those correspondents not already in the United States will arrive in New York on Dec. 30 to prepare for the ambitious broadcast.

Agency for Chevrolet is Campbell-Ewald, Detroit.

Motorola Has Open House For About 12,000 People

Chicago — Motorola's second annual open house attracted an estimated 12,000 persons for a tour of their radio and television plants last week, Paul V. Galvin, president has announced. Door prizes were awarded each evening and a grand prize of a television set was given after the last night. The visitors were given free run of the plants and were served coffee and doughnuts in Motorola's cafeteria.

Federal Court O'Kays Station's Decision

(Continued from Page 1)

of contract suit brought by the Massachusetts Universalist Convention. The suit was started when WLAW refused to carry a sermon "Is Jesus Risen?" over their airlanes last Easter. The convention asked that the station be ordered to broadcast the sermon this Easter.

The attorney for the station, James A. Donovan, said that the sermon raised "the question of the divinity of Christ and the theory of the Ressurection." The charge of the convention that constitutional freedom of religious expression had been violated was answered by Judge Ford who said that the constitution limited only the action of Congress and Federal agencies and not private corporations.

Suspending FM Operations

WMCA-FM suspended operations on Friday, December 30 after being on the air for a little more than a year. Norman Boggs, general manager of WMCA, says that no decision has been made regarding disposition of the FM equipment. Summing the situation up, Boggs said "Operating FM at WMCA is like having a champagne taste with a beer pocketbook."

"Well, I'll be darned!"



Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area!

Remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man, he'll tell you the whole W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* · *Represented by* Headley-Reed

Stanton Predicts '50 Will Be Fine As '49

(Continued from Page 1)

to bolster his claim that CBS has had a terrific year.

In programming, he said, CBS has consistently, over the period of the last few months especially, led the Nielsen and Hooperatings in nighttime, daytime and Saturday ratings. Similarly, he continued, the web today has more top-rated TV programs than any other video network.



STANTON

Time sales, according to Stanton, were the highest in the company's history with television sales alone increasing more than ten-fold.

CBS' 179 radio stations at the beginning of 1949 have increased to 185 by the end of the year, he said and pointed out that its TV network now embraced 56 stations as against 24 at the beginning of the year.

Reviews Talent Gains

Stanton said that talent-wise, CBS had added Jack Benny, Edgar Bergen, Bing Crosby, Groucho Marx, Burns and Allen, Horace Heidt, Red Skelton, Garry Moore, Dick Haymes, and Joan Davis to its star roster. And that CBS television had added Ed Wynn, Fred Waring, Clifton Fadiman, George S. Kaufman, Abe Burrows, Herb Shriner, "The Goldbergs", Faye Emerson, Ralph Bellamy, Peggy Wood, Peter Lind Hayes, Mary Healy and others. Ken Murray, he said, has also been signed for a 1950 show.

He dwelt on the success which CBS has had in creating and building new programs and said that it had been "outstanding."

Columbia, Stanton stated, has also continued its leadership in the public service programming field.

LP Records Expanding

He said that Columbia Long-Playing records had found increased public acceptance and pointed out that all major record companies, with one exception [Ed. RCA], are producing LP Microgroove Records. RCA, he said, plans to market 33 1/3 RPM records next year.

The CBS president referred to the organization's intensive work in color television and said that Columbia's color system had given an excellent performance at recent FCC hearings in Washington.

Real Estate Holdings

CBS, according to Stanton, has expanded plant facilities for both radio and television broadcasts. He cited the augmenting of the Grand Central Terminal TV studios with new space on E. 54th Street—a full acre — for belt line production of scenery and to provide storage space. He said that CBS had converted two Broadway theaters and the entire Liederkranz Building to TV studios.

And finally, Stanton said, CBS' introduction of the Ed Wynn TV Show from the west coast helped launch Hollywood as the future world television capital.

FCC Issues 1948 Earnings Of Networks, Stations, FM

(Continued from Page 1)

$38,465, or 5.9 per cent below the 1947 income average for the same stations. For these stations, the increase in average station revenues of 6.9 per cent was over-shadowed by a 10.4 per cent increase in average station expense. Average station income (before taxes) in 1948 ranged from $341,257 for 46 clear channel, 50-kw unlimited-time stations to $4,464 for 66 local part-time stations.

A total of 581 stations, or 32 per cent of all those in operation, reported losses from broadcast operations. The great bulk of such stations (442) were from the total of 900-odd stations which started operation since the end of the war. Stations going on the air for the first time in 1948 accounted for 235 of the total losers. About 320 stations went on the air some time in 1948.

The Commission said that 593 of the 700 FM stations on the air at the end of last year were licensed to parties holding AM licenses, and that in most cases financial reports covered the figures for both stations. Only 77 of these stations had additional rates for FM, with total sales over those of their AM stations amounting to $621,469.

Charged against these FM stations were expenses of $2,153,659 for an overall loss of $1,532,190 per station. The revenue amounts to $8,070, and expenses for $27,970 for a loss of $19,900.

Fifty-four of these FM stations were on the air all of 1948, averaging $9,300, with expenses of about $33,600 for an average loss of $24,000 —or $2,000 monthly. Of the 77 stations, the Commission said, "four reported an income from FM operation during 1948."

Expense data for FM in joint FM-AM operations was submitted by 65 stations — with average costs at about $15,000.

Eighty-nine of the 107 independent FM stations reported an overall income of $1,126,208—for an average of $12,650. The expense figure of $4,182,558 came to $46,990 each, with a total loss of $3,056,350 coming to $34,340 per station.

Fifty-two of these stations were on the air all year, averaging an income of $19,000 with expenses of $53,300 for an average loss of $34,300. Three stations reported net profit.

Pope Replies to Fly Plea In WINS-Employe Row

(Continued from Page 1)

Attorney Marcus Cohn recalled the statement by Fly in the original protest that "the very principle of foreign language broadcasting is a questionable one," and that "such broadcasting may be affirmatively harmful."

"No amount of protestations can alter the meaning of that paragraph," said Cohn.

Fly, former FCC chairman, is counsel also for the International Ladies Garment Workers Union, AFL, which has applied for the WINS frequency with the claim that it can do a better job for the public than Pope. Cohn was formerly counsel for ILGWU's New York FM station, WFDR, and continues to represent ILGWU's other FM stations in Chattanooga, Tenn., and Los Angeles.

The ILGWU petition in this case seeks an AVCO-like determination, with the union offering to match the $512,000 purchase price Pope has put up to buy the station from Crosley. Although the union's application was filed over a week ago, it has not yet been given a Commission file number.

Lever Sales Personnel Announced By Official

(Continued from Page 1)

of Frederick Schneller, general merchandising manager. Three assistants have joined him in the company's new New York offices. They are:

James G. Gammel, formerly sales promotion manager for the Osborn Manufacturing Company, Cleveland, Ohio, who is in charge of merchandising for Surf, Lifebuoy, Swan and hotel sales. Mr. Gammel was previously associated with the Compton Advertising Agency and with Benton & Bowles, in New York City.

H. E. Wholley, formerly with Swift & Company in New York, is assistant merchandising manager for Lux Toilet Soap, Lux Flakes, Silver Dust, and glycerine.

A. C. West, previously assistant product manager with Standard Brands, Inc., in New York City, who is in charge of merchandising for Rinso, Spry, Breeze and bulk edibles.

The newly-created Lever post of assistant merchandising manager for copy and art is filled by Julian Bers, who came to Lever Brothers from the Federal Advertising Agency, New York. Prior to joining Federal, Mr. Bers was a staff member of BBD&O and of Hicks & Geist, Inc.

William B. Bisker, as merchandising office manager, fills the second newly-created post in Lever's merchandising department. Mr. Bisker came to Lever Brothers from the Dupont Company.

Mid Century-Theme Of NBC Documentary

NBC's "Living—1949," as might be expected, becomes "Living—1950" on January 1, and, coincident will the change in title, will undertake an extended inventory of the 20th Century at midpoint, according to Thomas C. McCray, the web's national program manager.

He said the series, in what he believed to be an innovation in network programming, will devote a three-month cycle of broadcasts to an "interpretive treatment of important social, political, economic, and scientific facets of contemporary culture" starting with the first broadcast of the new year at 4 p.m. (EST) on Sunday, Jan. 1.

The first program in the new series will be documented by local items, feature stories, international dispatches, and advertisements from actual newspaper files of Jan. 1, 1900.

The over-all conception of the series, according to McCray, is that the 20th Century is essentially the story of man's world-wide effort to adjust for survival in a time of swift, great change and trouble—a struggle having two phases; (a) man and his relationship to nature, and (b) man and his relationship to himself and his fellows.

Scripts to be broadcast include: On Jan. 8, "Man and The Earth"; Jan. 15, "Man and Man"; Jan. 22, "Balance Sheet of Freedom"; Jan. 29, "As The Twig Is Bent." Other titles will be announced later.

"Living" is a presentation of the NBC Public Affairs and Education Department. Program is written and produced under the supervision of Wade Arnold, public affairs director for NBC. Lou Hazem writes the scripts and Ed King directs. Ben Grauer is narrator.

McCray said that the University of the State of New York will continue to make available its home study course in contemporary living to listeners anywhere in the country in cooperation with the "Living—1950" series.

WAAM-Brewery 'Benefit' Nets $13,000 In Two Days

More than $13,000 was collected Friday and Saturday in the second phase of the Gunther Brewery sponsored "Benefit Auction" for the Baltimore Colts football team over WAAM, Baltimore video station. A total of $6,575 was received from bidders Saturday.

Among the prizes offered by the program was a rent-free, $100-per-month apartment with milk, cleaning, diaper service and root beer free for a year. The winner, Marty Walther, is the father of a 15-day-old baby. His bid was $1,300.

Wedding Bells

Helen Gerard, an NBC actress for the web, and James Dolan, librarian for the NBC Symphony, were married in New York yesterday.

Traveling S



Salesman

Entertainment has always drawn a crowd. The crowd has always sought it, or waited for it to come to them. Wherever there was a crowd, there were customers. And wherever there were customers, there were people with things to sell. *(A crowd that was in a good mood always bought more).*

Today the entertainer still gets the crowd, only he gets it faster and bigger. Through radio he reaches crowds of ten and twenty millions in a split second. *And along with him goes the advertiser.*

In radio the largest crowds gather at that point on the dial where the entertainment is the best. That point today is CBS.

For the Columbia Broadcasting System continues to be the most creative network in providing the kind of entertainment which captures the largest audiences.

Only on CBS will you find most of the *sponsored* programs with the largest audiences in radio (11 out of the "top 15").

And only on CBS can advertisers find most of the *available* programs with the largest audiences (7 out of the "top 10").

This is what makes CBS the most effective traveling salesman in radio... reaching more people with better entertainment... making the strongest impressions in all advertising.



CBS

—where 99,000,000 people gather every week

LOS ANGELES

By ALLEN KUSHNER

KENDALL FOSTER, vice-president in charge of television for the Wiliam Esty Company, arrived in Los Angeles from New York to assume production control over the Ed Wynn TV show. According to present plans, Foster's on the spot supervision of the Wynn show will continue for several weeks, with no definite date set for the agency executive's return.

Jeanne Gray, radio commentator and producer of "The Woman's Voice," and Ralph Hancock, author, have joined forces to produce a series of television films, under the banner of Gray-Hancock Productions. Shooting on the first package of shows is already under way.

Russ Johnston, newly named vice-president in charge of sales and distribution of Jerry Fairbanks, Inc. returned to New York following a week of conferences with producer Jerry Fairbanks. Johnston flew back to Manhattan to wind up his affairs as director of NBC's tele film division, actively joining the Fairbanks organization January 1st.

KNBH will televise the world famous Rose Parade at Pasadena Monday, January 2 from 9:15 a.m. to completion with two cameras, one using a Zoomar lens. The telecast will be sponsored by a local sponsor.

Richard A. Moore, ass't. general manager and director of television operations for the ABC western divisions, has been appointed to the television committee of the L A Chamber of Commerce, one of whose more important projects is to make Los Angeles the TV capital of the nation.

KNBH announced the following spot sales for the past two weeks: U.S. Tobacco through Kudner Agency, Inc., Noma Electric Company through Albert Frank Gunther Law, Western International Fur Animal Show through Julian R. Besel and Associates, First Federal Savings and Loan of South Pasadena through Elwood J. Robinson Adv. Agency, Van Kamp Seafood Company through Brisacher Wheeler and Staff, Mission Pak through Brisacher Wheeler and Staff and Chevrolet Dealers Service Inc., through Campbell-Ewald Company Inc.

The Farmers Insurance Company, Los Angeles, will sponsor the KNX 5:55-6:00 p.m., PST newscast Saturdays, beginning Saturday, December 24th. The order, for 52-weeks, was placed through Brisacher, Wheeler and Staff, Los Angeles, and Meredith Pratt is the KNX account executive. Paul Masterson will be the newscaster.

WANTED

Total $70,000, 12 months, an controlling interest in 3 new stations. All or any part. Interesting proposition. Need active managers.

Box No. 297, RADIO DAILY
1501 Broadway, New York 18, N. Y



California Commentary. . . !

● ● ● Martin and Lewis won't be on video until next spring and only then if a fat sponsor is ready with the coin, according to Abner Greshler, agent for the comedians. . . . Jack Carson's proposed CBS show also postponed until next year because of two picture commitments and heavy schedule of personal and hospital appearances. . . . Ken Carson (Garry Moore show singer) this week has signed for a singing role in a Paramount picture, as yet untitled.

☆ ☆ ☆ ☆

● ● ● Effective immediately, Harry Long has been appointed program director of KVI, Seattle, Wash., replacing Larry Huesby, who has resigned. . . . Station KTTV is again adding space. . . .

Hollywood

Thirteenth floor of Bekins Building, 1025 North Highland Ave., Hollywood, is being annexed. . . . Ernest Felix, assistant treasurer of ABC will be in San Francisco for several days on budget matters pertaining to KGO, owned and operated station of ABC. . . . Three new half-hour shows bowed in on KECA-TV last week. "The Paul Whiteman Goodyear Revue" featuring the Whiteman orchestra and chorus. "Mysteries of Chinatown," a new mystery series written and produced by Ray Buffum, directed by Richard J. Goggin and starring Marvin Miller and a new situation comedy series co-starring comics Dick Wesson and Jim Backus in "Hollywood House," involving the adventures and misadventures of hotel men.

☆ ☆ ☆ ☆

. . . Leo De Lyon got his big H'wood cabaret break Dec. 13th when he opened at the Mocambo. . . . Howard Dietz and Arthur Schwartz penning a tune called "Voodoo," inspired by a whiff of the new perfume. Guy Lombardo will record the tune. . . . At Lindy's Jack Gilford's companion was wondering why a waiter was acting so polite to them. "Why shouldn't he be polite to us?" explained Gilford. "This isn't his table."

Weekend Of Sports Scheduled For ABC

A broadcast of the Sugar Bowl football game on Jan. 2 from New Orleans will climax a four broadcast series over ABC covering the week long athletic schedule of the Mid-Winter Sports Association in that city during Christmas week. Series will start with an airing of the Sugar Bowl boxing matches on Wednesday, Dec. 28. Other events to be broadcast include the Sugar Bowl basketball championships on Thursday and Friday, Dec. 29 and 30.

The football game will bring Oklahoma and Louisiana State together on the gridiron while boxers from the University of Syracuse will meet LSU leather tossers in the squared circle. Tulane, Bradley, Villanova and Kentucky will vie for top honors in the basketball championships.

In connection with the Sports Carnival, Harry Wismer will air a 15-minute pick-up from the southern grid classic's pre-game dinner which will feature interviews of famous sports personalities present. Gillette Cavalcade of Sports will sponsor the foeotball game.

Boston Baseball Player Becomes WBZ Sportcaster

Boston — Elbie Fletcher, former Braves first baseman, has become a WBZ sportscaster, the Westinghouse station announced recently.

Fletcher will work with WBZ sports director Bump Hadley in both radio and television sportscasts during the off-baseball season.

The heavy schedule of sports broadcasts on WBZ and WBZ-TV necessitated the addition. The stations carry the Boston Bruins home hockey games, six radio shows weekly and five TV shows per week. Hadley, the director, is a veteran of 16 seasons in the major leagues and is also a native of the Boston metropolis.

Stork News

Rev. Edward C. Parker, director of the Protestant Radio Commission, is the father of a boy born Thursday to Mrs. Parker in White Plains, (N. Y.) Hospital. Baby, who weighed in at seven pounds, six ounces, will be named Truman.

AGENCIES

GEORGE PAL, an independent movie producer, has named Roy S. Durstine, Inc., for his new Technicolor production, "Destination Moon."

HAFFENREFFER & CO., INC. brewers of Pickwick Ale, have named Alley & Richards, effective January 1.

MASONITE CORP. to the Buchen Co. of Chicago for all national advertising.

THE WALDORF - ASTORIA HOTEL to Needham & Grohmann, Inc., effective Jan. 1. The Hilton Hotels Corporation, which now operates the Waldorf-Astoria has the same agency.

STUART M. LERNER COMPANY, makers of plastic hangers and display equipment, to Ritter, Sanford & Price, Inc. Howard Sanford is the account executive.

FRED P. FIELDING has been named v-p in charge of radio of the McLain-Dorville Advertising Agency. He was formerly a v-p for the Neal D. Ivey Agency.

POLLY WATSON has joined J. G. Williams & Associates as an account executive. She was formerly with N. W. Ayer & Son, Inc. and the Raymond R. Morgan Co., Hollywood.

WESLEY I. NUNN, advertising manager of the Standard Oil Co. of Indiana, has been elected a member of the board of directors. of the Advertising Council, Inc.

ROBERT MILLER has been appointed manager of a new Long Island branch of Miller Advertising Agency, Inc. It is located at 116-55 Queens Boulevard, Forest Hills.



TELEVISION DAILY

Section of RADIO DAILY, Tuesday, December 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

SARNOFF HAILS VIDEO PROGRESS

TELE TOPICS

CBS, WE'RE TOLD, has dropped its plans to buck Berle with a wrestling pickup from St. Nick's with running commentary by Abe Burrows. . . . Esquire shoe polish is looking for a 15- or 30-minute nighttime network show. Emil Mogul agency has the account. . . . CBS is sending out a call for showgirls for the new Ken Murray show. No previous showbiz experience necessary, they say, only outstanding physical endowments. Call is for tomorrow, Dec. 28, 2-4 p.m. at the web studio building, 49 East 52nd Street. . . . A return visit to "The Truex Family" last week revealed the show to be as consistently entertaining as ever. . . . NBC is using a new black screen, developed by Trans-Lux Corp., for several dramatic shows. Used for rear projection background, the screen is said to be able to absorb more "spill-light" without noticeable loss of clarity. Screen will be used in the future on "Howdy Doody" and, after Jan. 1, on "One Man's Family."

●

YOU LEARN all sorts of things reading the newspapers. Take the ad for a new movie showing a scantily-clad houri and copy as follows: "LIPS against LIPS . . . SWORD against SWORD . . . in the world's fabulous city of SIN! Papan Queen of 1001 Adventures!" And they call people who watch television videots. . . . Or take the theater columnist who was shocked to learn "that Robert Montgomery is abandoning Hollywood for Manhattan, but his devotion, unfortunately, will not be theater but television." These lines, published Friday, were followed by: "From an unimpeachable source, it was learned yesterday that Mr. Montgomery has closed a deal to produce a television show for Lucky Strike." The columnist's "unimpeachable source" must really be an astute guy, since the news of the Montgomery show was first published in the trade press several weeks ago.

●

A NEW SERIES based on "Our Hearts Were Young And Gay" probably will be the CBS replacement for "Tonight On Broadway," which was dropped by Esso Sunday. . . . Standard Oil of New Jersey getting ready for the TV plunge. . . . DuMont's Morey Amsterdam will emcee NBC's special 75-minute New Year's Eve show to be produced by Vic McLeod and directed by Allan Newman. . . . Ed Sullivan will perform similar chores on CBS' holiday stanza which will feature Arthur Godfrey, Ed Wynn, Robert Q. Lewis, Abe Burrows and Fred Waring. Wynn and Godfrey will be recorded. Marlo Lewis is producing and Dave Rich will direct. . . . The "Kathi Norris Television Shopper" office, previously in two rooms, has moved to a five-room suite at 510 Madison to accommodate the growing staff, which now numbers nine.

Says Medium 'Came Into Man's Estate' In '49; Predicts 20,000,000 Receivers By End 1954; Reveals New Portable Camera For Remotes

(Continued from Page 1)

sets in the U. S. "reveals the great potentials of television's further growth. Eventually every radio home should be a television home."

Sarnoff revealed that RCA soon will be ready to field test a new field-type camera, "about the dimensions of a home-type motion picture camera," which "is expected to have wide-spread use in outdoor pickups as well as in medical and industrial television applications."



SARNOFF

Turning to color, the RCA chief said, "Much experimental work, as well as further engineering development and exploration of the radio spectrum, will be required before color television attains the present status of black-and-white. To this end, field tests of the new RCA color system are now under way in Washington, D. C. The preliminary results have been highly encouraging.

Cites "Progress Made"

"Notable progress is being made by RCA Laboratories in the development of a color picture reproducer of the single-tube type. Perfection of this color picture tube will greatly simplify television sets of the future, because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color programs a relatively simple matter."

There are at present 98 stations on the air and 3,700,000 receivers in use, Sarnoff said. "In February, 1950, RCA Victor will manufacture its millionth television set, and sets will come off the production lines in greater numbers as increased mass production makes it possible."

The year's outstanding achievements in radio-electronics and TV, Sarnoff said, were:

Outlines "Achievements"

"1. Expansion of television as a service to the public.

"2. Development of the RCA all-electronic, high-definition compatible color television system now being field tested.

"3. Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction.

"4. Advanced development of radar and its increased application for national security and safety at sea and in the air.

"5. Application of the electron microscope and electronic techniques in the fields of biology and medicine; for example, its use in research for close-up study of cancer cells and tissues."

"Auction-Aire" Renewed

Libby, McNeill & Libby has renewed sponsorship of "Auction-Aire" on ABC and will extend the show to three mid-western stations beginning Jan. 13. New outlets are WENR-TV, Chicago; WTVN, Columbus and WXYZ-TV, Detroit.

Inter-Connection Ordered For Television 'Carriers'

Washington Bureau of RADIO DAILY

Washington — Interconnection of common carrier and private intercity TV connections was ordered Friday by the FCC. Both AT&T, which had objected to interconnection with such systems as the Philco and other proposed private carriers, and Western Union were ordered to file amended tariffs by March 1 to permit interconnection. At the same time the Commission ordered a public hearing for January 25 on whether AT&T should be required to interconnect with Western Union facilities.

The Commission has already said clearly that it feels the burden of inter-city TV relay should eventually be born by common carriers. It has warned that private firms anxious to invest in TV carrying facilities should plan on a short-term amortization of their investment. The thinking is that while speed in the readying of TV relay is all to the good now, it should be a common carrier operation.

New Sales Records Forecast By Baker

(Continued from Page 1)

cording to the GE official. The industry plans to produce some three-and-a-half-million receivers in 1950 to meet this demand, he added. This represents an increase of 30 per cent over 1949 with half of the receivers being table models.

Television will be available to about 65 per cent of the American people by the end of 1950, but Baker went on to say that many communities cannot expect television "next year or in five years—perhaps never in the foreseeable future." Radio will remain the major and exclusive service in these places with the phonograph a necessity for many hours of leisure, he declared.

General Electric will supply these markets with many new features in 1950 and will continue to improve the quality of equipment, Baker said.

Highlights of G.E.'s 1949 line cited by Baker were the first plastic cabinet receiver for TV, built-in antennas, a black daylight picture tube and automatic sound. As for color TV, he said the company would be ready to supply receivers when applications are commercialized by the FCC. The vice-president believed that color would not be available on a national scale for at least five years, however.

Manufacturers will market an estimated $175,000,000 worth of radio and television receiving tubes during the year, Baker said. The market for transmitting and associated tubes will be about $25,000,000 and for industrial tubes, $10,000,000 in 1950, he added.

A new picture tube plant at Electronics Park in Syracuse, New York will be completed in the first quarter of the year, Baker stated, giving the company "the most modern tube engineering and manufacturing facilities in the world."

The government will spend about $300,000,000 for electronics equipment in 1950, the official estimated. The use of radar for commercial marine and aviation projects will also be developed further in the coming year, he said.

Doubleday Buys WPIX Films

In its largest single TV expenditure to date, Doubleday & Co. has signed with WPIX for sponsorship of the 13 feature films that make up the station's Film Package No. 3. Huber Hoge is the agency. Films include George Bernard Shaw's "Major Barbara" and "Pygmalion."

COAST-TO-COAST

Clark Assistant To Cole

Charlotte, N. C.—Announcement has been made by Charles H. Crutchfield, general manager of the Jefferson Standard Broadcasting Company of the appointment of J. B. Clark as assistant to Grady Cole, whose WBT daily morning program is one of the oldest radio features in the South. Clark was formerly with the announcing staff of WBT and program director of WRAL, Raleigh, WDNC, Durham, and WAYS, Charlotte.

Awarded By Treasury Dept.

Miami, Fla.—A special treasury department citation for promoting the sale of U. S. Savings bonds was presented to radio station WIOD during the Singing Keyboard program on December 14th. The presentation, the only one of its kind awarded in the south, was made by Raphael H. O'Malley, director of payroll savings, U. S. Savings Bonds division, to James LeGate, general manager, and Robert L. Fidlar, commercial manager, who assumed all responsibility for promotion during the opportunity bond drive last summer.

WGBI Sets Essay Contest

Scranton, Pa. — WGBI has launched an essay contest in connection with its forthcoming 25th anniversary. Students in the station's listening area will compete for ten prizes of twenty-five silver dollars with a maximum of five-hundred words on: What Radio Means to Me. WGBI celebrates its Silver Jubilee January 12, 1950.

Sponsoring Show

Trenton, N. J.—Taylor Provision Company has signed for a thirteen-week series of spots on WTTM's afternoon femme feature, "It's A Woman's World." Sports will plug company's top seller, Taylor's Pork Roll.

Elected Vice-President

Saginaw, Mich.—Robert W. Phillips, manager of the new "Booth Station" WSGW, was made a vice-president of Booth Radio & TV stations, Inc., at a corporation board of directors meeting held Thursday, December 15. Phillips is a former sales manager of WSAM and WBCM, Bay City.

Appeal For Fire Victims

Amsterdam, N. Y.—An appeal by station WCSS, in behalf of fire victims brought the following statement from the Chapter Chairman of the local branch of the American Red Cross—"because of the fine appeal broadcast from your station, enough furniture and household equipment was donated by generous folks of our city to completely furnish an apartment for them and enough clothing to take care of the entire family; father, mother and three children."

★ THE WEEK IN RADIO ★

New Highlights of the Holidays

By BILL SILAG

RADIO stations and networks will save many thousands of dollars annually as a result of the new Fair Labor Standards Act, said R. P. Doherty, NAB director of employer-employee relations. The Act permits hiring of minors and excludes a "wide range" of talent fees from overtime pay consideration.

The FCC's revocation of KWIK's license was seen by Washington lawyers as of great possible meaning in unraveling the knotty Don Lee case. The KWIK license is being sought by the International Ladies Garment Workers Union.

WSB, Atlanta, presented Emory University with a $13,000 twin-scanner facsimile transmitter. . . . Lever Brothers announced its new advertising staff headed by vee-pee James A. Bennett . . . and H. V. Kaltenborn defended radio's position at a Harvard Law School Forum.

P. Lorillard & Co. signed "Dr. I.Q." over 52 ABC stations. . . . Miles Laboratories bought the Edwin C. Hill newscasts over ABC and 15-minutes of "Ladies Fair" over MBS . . . and Paramount Pictures will use heavy paid radio exploitation to ballyhoo "Sampson and Delilah."

Field Enterprises, Inc., the Marshall Field company which operates WJJD, Chicago, announced the organization of an FM service under the name Functional Music, Inc. Field spokesmen claim that the new service can compete with present wired music services at about one-third to one-half the cost.

Gene Pope Jr. told WINS employees that, if Pope's application to buy the station is approved by the FCC, only a hand-full may expect to retain their jobs. Record business was reported by radio and video set retailers and opponents of Transit Radio. Washington, D. C. promised a court test of the D. C. Public Utilities Commission's okay of street car and bus wired music provided by Transit.

WOR, N. Y., said a recent survey showed news listening up over wartime. . . . Margaret Truman's appearance over ABC was fanfared with heavy promotion . . . and B. T. Babbitt Co. signed soap-operas "Nona From Nowhere" over CBS replacing "David Harum" which goes to NBC next week . . . and ABC and NBC made time available to leaders of major political parties to discuss national policy.

Grand Central Terminal broadcasts of 17 hours a day of music and commercials was attacked, and defended, in a series of hearings before the Public Service Commission. Led by New Yorker editor Harold Ross, the opponents of the broadcasts were most vociferous and, at this writing, had the upper hand argument wise.

Mutual announced $3,000,000 worth of new billings and $2,000,000 worth of recent renewals. . . . CBS topped the Hooperatings with nine of the Top 15 positions . . . and changes in CBC financing were suggested by William Guild, chairman of the Canadian Association of Broadcasters. He asked for Federal grants.

"Mutual Newsreel" scored a radio newsbeat with inside and outside the church coverage of the O'Dwyer-Simpson nuptials. . . . WHOM, N. Y. plans a series of educational broadcasts . . . and ABC expanded its scripting division with the addition of four writers.

Mark Woods, ABC president, stressed the "bold thinking" of new sales tecnics developed by ABC, in his year-end statement. Woods said these tecnics accounted for an increase in advertising and opened radio to a new field of advertisers. He cited the 39,281,000 home radio sets in use to bolster his assertion that radio "has gone forward" as the dominent mass communication medium.

Radio advertising of retail men's wear was lauded by the Better Business Bureau . . . the Sun Oil Co. renewed "Three Star Extra" . . . and the FCC was asked for a full hearing on the whole problem of the future of FM broadcasting. . . . Gordon Olive was named head of CBC's engineering department and Gov. Forrest Smith of Missouri was awarded a life membership in the St. Louis Advertising Club.

Pierce Leaving WGAR; Heads WDOK Operations

Cleveland—R. Morris Pierce, v-p of WGAR, will become president of a new AM station, WDOK, scheduled to begin operations about March 1. The new outlet will be on 1260 kc with 5 kw.

Pierce, who resigned his present post effective January 1, has been with WGAR since it went on the air in 1930. He was also v-p of engineering with WJR, Detroit, and KMPC, Los Angeles, sister stations of WGAR.

Robert A. Fox will succeed Pierce as chief engineer for WGAR.

Negro Couple Featured In New Series On WWRL

Activities and news in the Negro world will be covered by Mr. and Mrs. Uptown New York in a new Monday through Friday series over WWRL from 9:30 to 10 a.m. as of yesterday, December 26.

Harlem Theme To Fore

The Mr. and Mrs. of the program will be Ernest and Eva Callaway, a veteran stage and screen couple. The series will spotlight news occuring in Harlem and leading Negroes from various fields will be interviewed. The sponsorship of the show will be on a co-op basis.

PROMOTION

Don Lee Sales Brochure

A series of maps depicting the Pacific Coast as it actually is, a detailed analysis of all coast broadcasting facilities, the facts behind the 14 million residents of the western states who spend fifteen and one half billion dollars annually—these are the salient features of a new Don Lee promotion piece showing the network's strong position in Pacific Coast radio to carry a sponsor's message to all the people.

The report shows that "Pacific Coast radio is different, and that only one network. Don Lee, is designed for dependable coverage of it." It emphasizes that the great distance between markets, the mountains and other natural barriers such as low ground conductivity on the coast, make long-range broadcasting impractical. Hence, is demonstrated the necessity of using local network stations—located in the important markets—to reach all the people at all times. This, Don Lee does with its 45 network outlets.

Concluding that "What the advertisers want is sales response," the logical study goes behind the story of the Pacific Coast market. A sales response map pointedly shows a statistical breakdown of all counties in the entire coast region and clearly demonstrates the pulling power of commericial messages broadcast on the Don Lee chain.

The project was the combined work of Herbert Sonnenburg, Promotion director for the Don Lee network, and the R. W. Webster advertising agency.

Safety Campaign

Safety in the home is being emphasized by public service announcements for retailers prepared by the Advertising Council, Inc. An advertising portfolio has been sent to all member stores of the National Retail Dry Goods Association and to subscribers of three leading advertising mat services.

The wide-spread accident rate in homes is pointed out in the material provided and retailers are urged "to tie in profit-making merchandise promotion with this safety in the home campaign."

Movie Tieup

A contest to attract the general public to the opening of the film, East Side, West Side, at Loew's State has been conducted by MGM through the WNBC Tex and Jinx program. Cash prizes and 500 tickets were awarded for giving reasons for attending a Hollywood premiere. A disabled war veteran, Wilfred Puentes, was given the first prize of $500. He is a news dealer in a vets housing project in New York. The contest ended on Sunday night after having been conducted for a week.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 58 NEW YORK, WEDNESDAY, DECEMBER 28, 1949 TEN CENTS

VIDEO IS FEATURE OF RMA PRODUCTION

State Moves To Avoid Wide Radio-TV Strike

Frederick H. Bullen, executive director of the State Board of Mediation, met yesterday behind closed doors with representatives of the major networks and the Radio and Television Directors Guild in an effort to prevent a walkout which would affect live radio and television programs throughout the country. The meeting was held in an office at the headquarters of NBC.

The current contract between the union and the webs expires at mid-

(Continued on Page 3)

Tide Of Toys Drive Sponsored By Pearson

Drew Pearson began a back-breaking schedule of appearances on radio and television programs yesterday in behalf of the Tide of Toys sponsored by the American Legion.

Children in the United States are being asked by the famed columnist to contribute a toy from under their Christmas tree to the Legion to be sent to a child in Europe. Some 17,300 Legion posts will serve as depots for the toys.

Pearson will appear altogether on 22 network programs including the

(Continued on Page 2)

Radio Spots Offered By RCA To Plug Program

Camden — Spot announcements recorded by six Hollywood stars for promotional activities over local radio stations are being offered RCA Victor dealers. Consumer products will be tied-in with an appeal for the Screen Directors' Playhouse

(Continued on Page 2)

For Uncle Sam

Cleveland—An appeal broadcast by WTAM during a strike of Cleveland Transit System employees has enabled the Post Office to deliver mail on schedule. Postal authorities asked the station to request that drivers give the mailmen a ride and bulletins were aired by WTAM. A second call thanked the station and said the mail was getting through.

Distinction

Mrs. William Paley, wife of the chairman of the board of Columbia Broadcasting System, headed the 1949 list of America's ten best-dressed women in a poll of fashions editors released yesterday by the New York Dress Institute. Mrs. Paley was accorded the same honor last year.

Gross Radio Sales Of ABC Revealed

Revealing gross radio sales of approximately $42,300,000 for 1949 as compared to $44,300,000 for the preceding year, Robert E. Kintner, executive vice-president of American Broadcasting Company, yesterday issued a year-end statement on the company's radio and television activities.

In referring to ABC's position in radio, Kintner said:

"Our radio operations early in the year reflected the general uncertainty of the business world. At that

(Continued on Page 3)

Dean Drewry Recovers; Victim Of Ga. Shooting

Athens, Ga.—John E. Drewry, dean of the Henry W. Grady School of Journalism at the University of Georga and director of the annual George Foster Peabody radio awards, was recovering yesterday from gunshot wounds reported inflicted by the professor's ex-wife. Miss Miriam Thurmond, secretary of

(Continued on Page 2)

New Tele Receivers 414,223 In Nov., Totaling 2,121,863 For 11 Months; AM-Only Also Hit New High

Washington Bureau of RADIO DAILY

Washington — Fulfilling advance predictions, TV receiver production by RMA members zoomed to a smashing 414,223 in November—an average of 82,845 sets for each of the five weeks covered in the tabulation. Actual turnout by member companies in the final week of the five was said to be 95,813 sets.

Thus set production was well over 100,000 weekly by the middle of last month, with non-member companies

(Continued on Page 5)

P. R. Venture Rumor Denied By Gardner

San Juan, P. R.—Ed Gardner, producer-star of "Duffy's Tavern" yesterday spiked rumors that he planned to pull out of Puerto Rico and move his radio-movie and TV production activities back to the mainland.

"There have been a lot of wild rumors about our giving up this whole thing, but, believe me, there

(Continued on Page 5)

Woulfe Gets New Post With Lever Brothers Co.

Henry F. Woulfe, president of the Pepsodent division of Lever Brothers Company, has been elected vice-president in charge of the parent company's mid-western operations, Charles Luckman, president announced yesterday. He will assume his new duties early in February

(Continued on Page 4)

Chevvy Dealers Signed For WJZ Radio-TV Spots

WJZ and WJZ-TV have signed the Chevrolet Dealers Association of New York for a three-week schedule of radio station breaks and one-

(Continued on Page 2)

Recording Production Increases At WOR

More than 200,000 commercial vinylite pressings have been produced by the WOR Recording Division in what was described by its manager, Harry Lockwood, as "one of the best years in our history." The service which began ten years ago to make reference recordings and delayed broadcasts, is now the largest in the East and produces the

(Continued on Page 2)

Blair Staff Expanding; Opening Dallas Office

Chicago—John Blair, head of the radio representative firm bearing his name, announced here this week that effective January 2nd, his company will open their seventh national office to be located in Dallas,

(Continued on Page 5)

Cleveland Stations Aid Public In Yule-Week Transit Strike

Cleveland, Ohio—Cleveland's radio and TV stations did comprehensive jobs with bulletins, news coverage, special interviews and remotes as the city's five-and-a-half-day transit strike came to end shortly after noon yesterday. Excellent news coverage by radio and TV stations resulted in much verbatim pick-up by newspapers. Stations cooperated fully with all parties in the interest of public service to disseminate information and help keep the city moving at a time when the final Christmas rush was taking place. There were probably few if any newscasts throughout strike period which did not bring listeners and viewers up to date on all developments and meetings.

After the strike broke Wednesday night, WJW stayed on the air all night to inform listeners of disrup-

(Continued on Page 3)

Unprogrammed

Norfolk, Va.—A young woman, a resident of this city, last Sunday perched for an hour-and-a-half atop the new 330-foot TV tower of station WTAR before she was forcibly brought down by two local police officers. Apparently bent on a suicide attempt, the young woman, about 25, climbed the tower and prepared to jump.

RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
612 N. Michigan Ave.
Phone: SUperior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(December 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8½	8¼	8¼	— ⅜
Admiral Corp.	18¾	18¼	18½	— ⅛
Am. Tel. & Tel.	145⅜	145	145⅛	— ⅜
CBS A	27¾	27⅜	27⅝	+ ⅜
CBS B	27¼	27	27	— ⅜
Philco	33¼	32⅞	33	.....
Philco pfd.	85	85	85	.....
RCA Common	12¾	12⅜	12⅜	— ¼
RCA 1st pfd.	72¾	72¾	72¾	— ¼
Stewart-Warner	12¼	12	12⅛	— ⅛
Westinghouse	32	31½	31½	— ⅜
Westinghouse pfd.	103½	103½	103½	— ¼
Zenith Radio	33	32⅝	32⅝	— ⅞

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅝	2½	2½	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15⅝	16⅝
Stromberg-Carlson	11	12¼

Tide Of Toys Drive Sponsored By Pearson

(Continued from Page 1)

Breakfast Club, Superman, the Henry Morgan Show, Arthur Godfrey's program, Winner Take All and others. He will appear on all four networks between now and next Tuesday. Another Pearson project for gifts to Europe was the Friendship Train idea which he originated.



★ COMING AND GOING ★

HOWARD K. SMITH, chief of the CBS European news staff, on Friday will arrive in New York from London. On Sunday he will take part in the 45-minute "Round Table" to be broadcast over the web

MINDY CARSON, singing star on NBC, today will leave for Miami, where for the next three weeks she will fill an engagement at Copa City, and will broadcast her web programs from WIOD.

JOHN DERR, assistant director of sports at CBS, together with MEL ALLEN and CONNIE DESMOND, are leaving for Miami, where next Monday the network will broadcast the Orange Bowl football game.

DR. RICHARD E. EVANS, the original Izaak Walton of Chicago radio fame and heard frequently on WLIB, is back in New York following a number of out-of-town engagements speaking on the interfaith angle of Christmas and Chanukah.

MILTON GREENEBAUM, president and general manager of WSAM, affiliate of NBC in Saginaw, Mich., is in New York for conferences at the station relations department of the network.

JEAN GOLDSTEIN, featured on "Market Melodies" over WJZ-TV each Thursday, yesterday was in Washington for a guest shot on a Capital station and a speech before the Women's Club.

JOSEPH P. COCCIARELLI, script writer for Italian programs, has left on a business trip through New England.

HOWARD MEIGHAN, Columbia network vice-president and general executive, is in New York from Hollywood for conferences with officials of the network.

AL LEVIN, sales manager for WMCP-FM, Baltimore, Md., is in New York for a few days on business.

Recording Production Increases At WOR

(Continued from Page 1)

largest part of all commercial recordings, Lockwood stated.

WOR Recording, the only large service bearing the station's name, transcribes for many advertising agencies exclusively, for popular recording companies and another network in addition to regular work for Mutual, WOR and the Yankee network.

Plans for making television films are now in the making when WOR's new studios open on 67th Street, Lockwood said. The films will not be available commercially until later, he added.

One project of the studios has been the making of sound tracks for old fight films. The film is run with an announcer recording a narration on a disc which is then synchronized.

The number of WOR commercial recordings used nationally was not available, Lockwood said, but he pointed out that 70 per cent of all spots and announcements used by WOR were recorded by their studios.

The use of tape recording was noted by the manager of the recording studios. He said that Mutual was obliged to record its broadcasts during daylight saving time so that they could be replayed at a later hour for other parts of the country. For 22 weeks and 16 hours a day, WOR recording taped the web shows with good results.

Improved programming also results from the use of tape, Lockwood declared. Shows can be timed precisely and edited with ease, he said.

Employing about 100 people, WOR Recording operates seven days a week from 8 a.m. to midnight.

Moves To WHAT

Pottsville, Pa. — Jerry Gaines, WPPA disc jockey, has joined the staff of WHAT in Philadelphia. He was in charge of radio production and assistant program director for WPPA and has been with the station since it opened in 1946.

Radio Spots Offered By RCA To Plug Program

(Continued from Page 1)

which will be sponsored by RCA Victor beginning January 6.

Cary Grant, Shirley Temple, Ray Milland, Fred MacMurray, Betty Hutton and Alan Ladd are featured on the 54-second transcriptions. A strong promotional campaign for the playhouse heard on NBC every Friday evening at 9 p.m. (EST) is also being planned by RCA Victor. Newspaper ads every week in 66 cities will supplant the spots.

Chevvy Dealers Signed For WJZ Radio-TV Spots

(Continued from Page 1)

minute video announcements in behalf of the new 1950 Chevrolet. The deal marks one of the most extensive combined campaigns to date.

The WJZ station break promotion calls for 30 spot announcements starting on Dec. 29 and the video spots are set for Dec. 28, and January 4 and 11. Campbell-Ewald is the agency.

Dean Drewry Recovers; Victim Of Ga. Shooting

(Continued from Page 1)

Dean Drewry, who was felled by bullets from the same gun was reported to be in a serious condition at a local hospital. The shooting occurred Friday night.

Takes RCA-Victor Post

Camden — Constance Hope has been named general public relations consultant to RCA and subsidiaries in matters related to promotional and musical activities, Paul A. Barkmeier, general manager of RCA Victor's record department announced yesterday.

Miss Hope formerly headed her own publicity and public relations organization before joining RCA in 1944 as director of artists relations for the Red Seal division. She will assume her new post on January 1.



The Lion's Share

This is a picture of a baby lamb and a baby lion. At this tender age the lamb needs four times as much milk as the lion. So the lamb really gets the lion's share.

There's a sure way for you to get the lion's share of business in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that you can produce BIG results from SMALL appropriations on W-I-T-H.

For the full W-I-T-H story, call in your Headley-Reed man today.

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Gross Radio Sales Of ABC Revealed

(Continued from Page 1)

time, some advertisers were reluctant to commit themselves to long-term programs in face of lack of assurance that such advertising would be remunerative. Others were not sure whether to cast their lot with television, with radio, or a combination of both. Nevertheless through our development of new sales ideas and techniques, the network ended the year with gross radio sales of approximately $42,300,000 as compared with the preceding year's $44,300,000 gross."

TV Development Reviewed

Turning to television, Kintner disclosed that the completion of a program for plant facilities for TV operations had been accomplished by a capital expenditure of more than $8,000,000. He pointed out that these capital expenditures had enabled ABC to put in operation five television stations located at strategec points in New York (WJZ-TV), Chicago (WENR-TV), Detroit (WXYZ-TV), Los Angeles (KECA-TV), and San Francisco (KGO-TV).

The Kintner statement also points out that approximately $3,700,000 has been spent on the ABC-TV Center in New York and that the network is completing the purchase and reconversion of a 23-acre area into the Hollywood Television Center at a cost of approximately $1,250,000.

Plans Baseball Series

Boston—The 1949 pennant winners and World Series are still providing fuel for the hot stove league, but WHDH is getting ready for spring training and the 1950 baseball season. The station has begun a Friday night series, Closed Circuit, with Leo Egan under the sponsorship of the Motor Car Company of New England.

Top baseball personalities, players and managers are interviewed by Egan on plans for the coming season. Newcomers to Boston baseball teams are also being introduced in the Hub City.

Stork News

Ernest Lee Jahncke, vice-president of the American network in charge of stations, is the father of a son born yesterday to Mrs. Jahncke at the Doctors Hospital. The newcomer weighed in at nine pounds, four ounces and will be named Redington Townsend. He is the Jahnckes' fourth child, the others being Leila, Carter and Ernest, III.

WANTED

Total $70,000, 12 months, on controlling interest in 3 new stations. All or any part. Interesting proposition. Need active managers.

Box No. 297, RADIO DAILY
1501 Broadway, New York 18, N. Y

Cleveland Stations Aid Public In Yule-Week Transit Strike

(Continued from Page 1)

tion of service. WGAR, which is on regularly until 2:30 a.m., carried news stories regularly until sign-off. WSRS signed on an hour earlier Thursday morning to warn listeners of service stoppage.

All stations co-operated immediately with the Mayor's emergency committee headed by C. M. Hunter, WHK program director, using spots with a share-the-ride pitch and telling where to get ride information for the city's workers without private transportation.

WTAM-WNBK's Ed Wallace had feeds Thursday to the Camel TV show and the Alka-Seltzer AM-network shows. WJW fed two pick-ups to ABC news shows.

On the first day of the strike, WTAM had statements from the union head, Tom Meany, also transit manager Donald C. Hyde and Mayor Thomas E. Burke. Recorded phone conversations with the Mayor's aide, Joseph Sullivan, and David Ralph Hertz, impartial umpire in strike, were used Friday. The station had Mayor Burke on air Saturday.

A Tuesday phone recording with transit system operating superintendent regarding resumption of service was aired.

WGAR covered the CTS (Cleveland Transit System) board meeting Friday and taped a statement by Hyde. This was used on the same night's news broadcast with an interview with Meany. A special feature was the interview with CTS comptroller W. H. Morrison, who explained the process of redeeming CTS weekly passes sold in large numbers to regular riders and students. Station also used the recorded Burke talk on Saturday.

WHI used an interview with an official of the Automobile Club and scheduled a special panel broadcast Thursday night. WJW carried several on-the-street broadcasts the first day of the strike in addition to telephone recordings of interviews with strike principals.

WJMO had the city's law director, Lee Howley, on Thursday explaining the Ferguson Act, which covers striking of public workers. Station taped interviews with CTS personnel at the meeting on Saturday, and more yesterday at the union meeting which ended the strike. Also included were phone interviews with Hyde and Lang. WSRS used Burke talk Saturday.

WEWS's Dorothy Fuldheim had Meany and Lang live and films and remote of the first day's traffic jam. On Saturday the station signed on at 10:30 a.m. for a remote from the union meeting and followed with a talk by Mayor Burke, which it made available to radio stations. WEWS cameras filmed the union meeting yesterday for use on later newscasts.

WNBK and WXEL, the city's newest TV station, confined most of the coverage to regular news shows and bulletins.

All stations used bulletins Monday on Common Pleas Judge Joseph A. Artl issuing the court order which enjoined CTS workers from continuing the strike, also bulletins following the union meeting which sent workers back at 2 p.m.

Headley-Reed Expansion Announced By Officials

Headley-Reed Co., radio and television station reps, will move to new and larger quarters in the Graybar Building, 420 Lexington Avenue on January 3, F. M. Headley, president, has announced. The company will acquire more than double the amount of space they now occupy in the Chrysler Building.

Headley also said that William B. Faber will head up the newly created television department of the company and Patrick J. Sullivan will be in charge of the new traffic and availability department.

Cameron Higgins, formerly of ABC and Miss Naomi Zieph of the New York Post are new additions to the research & promotion department, it was announced. William Shrewsbury, formerly with Transit Radio, and Walter Dunn, formerly of ABC spot sales, have joined the AM sales staff.

State Moves To Avoid Wide Radio-TV Strike

(Continued from Page 1)

night on Saturday of this week and it is reported that members have authorized a strike at that time.

A spokesman for the union who yesterday discussed the possibility of a strike and its effect on the industry as a whole intimated that the union's picket lines would be respected by other labor groups such as actors, engineers, cameramen and stage hands. Such a development, obviously, would result in a virtual crippling of radio and television program production.

Ralph Edgar

Ralph Edgar, 29, WGAR, Cleveland announcer, died last Thursday in (Cleveland) Huron Road Hospital following two-month illness. He was best known for his program "Ask City Hall," regular WGAR feature for three years. This was only program on which Mayor Thomas E. Burke appeared regularly.

Edgar, member WGAR staff since January, 1942, and served with information and education section Caribbean Wing Air Transport Command between 1943-46.

Native of Chicago spent two years at Northwestern also attended radio school in Chicago. Broke into radio with WGRC, Louisville, and was with WACE, Pittsburgh, briefly.

Insomnia

Was it insomnia that led almost a hundred farm leaders.. county agents.. agricultural educators.. to gather at the KDKA studios at 5:30 the other morning? No! It was the celebration of KDKA's Eighth Annual Farm Conference, an early-morning institution throughout the rich, tri-state agricultural area served by KDKA's Farm Hour. This eye-opening program offers an ever-growing audience in more than 117 BMB daytime counties. Participation costs? Most reasonable, as you'll find from KDKA or Free & Peters.

PITTSBURGH
50,000 WATTS
NBC AFFILIATE
KDKA

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

LOS ANGELES

By ALLEN KUSHNER

BELIEVED to be the largest video advertising drive of its type, 56 stations now are regularly televising the Doge Corporation talking animal commercials produced by Jerry Fairbanks studios for Ruthrauff and Ryan.

William J. Andrews of the KNBC, San Francisco sales staff last week celebrated his 25th anniversary in the broadcasting business. He broke into the business in November, 1924, when he was employed by KLX, Oakland, as a field engineer-announcer.

Milton Shrednik, KOA, Denver, director of music, is in New York for a ten-day visit. His NBC network program "Sketches in Melody," originates from KOA every day.

Jennings Pierce, NBC manager of public affairs, station relations and guest relations, has been given an extension of leave of absence to help him further recover from the results of the airplane crash which killed singer Buddy Clark. The extension carries over to January 1, 1950.

Sears, Roebuck & Co., has extended its contract with Don Lee Television-KTLS to include 20 additional announcements under two contracts, started Dec. 7th and concluding March 13, 1950. Film spots are scheduled for Monday, Wednesday and Thursday nights. Mayers Co. placed advertising.

Appointment of Owen James, former KECA-TV staff announcer, as a television salesman, and Bill McDaniel, former KECA-TV salesman, as acting sales manager for the station was announced by Robert Laws, sales manager of the ABC western division.

Howard S. Meighan, vice-president and general executive of the Columbia Broadcasting System, made public the contents of a letter mailed last week to various theater exhibitors in the Los Angeles area regarding the exclusive rights of CBS in the radio and television broadcast of the Pasadena Rose Bowl football game next Monday.

NBC has renewed its affiliation with radio station KFI, Los Angeles, for two years beginning Jan. 1, 1950. KFI is owned and operated by Earle C. Anthony, Inc. and has been affiliated with NBC since April 5, 1927.

Chet Huntley, CBS newscaster and news analyst, returned from a six-week tour of Europe last week and will resume his Columbia Pacific Network "Ten O'Clock Wire."

WBAL
means business
in Baltimore



Man About Manhattan. . . !

● ● ● UP AND DOWN THE STREET: Another N. Y. indie station is up for sale—at the right price. . . . Geo. Jessel nixing all radio offers. Too busy making films. . . . Bob Nathan, who's taking to the airways as news commentator for the CIO, is being considered for a network series by an auto manufacturer. . . . Buzz Blair taking over the direction of the Buddy Rogers ABC show, "Pick a Date." Also continuing with his TV activities. . . . Two of the cleverest Christmas cards to reach this desk were from Frank Stanton and Mr. Hooper himself—both dealing with the television theme. . . . Jill Warren has dated the Stork for a mid-January arrival. . . . Robert Montgomery, the actor turned radio commentator, has established residence in Nyack, N. Y., with local political ambitions in mind. . . . For the first time in 4 years (since The Tempest), Arnold Moss is co-starred once again with Vera Zorina. They are to be soloists (speaking) with the Boston Symphony ork at Boston Dec. 30th and 31st. . . . WWRL to celebrate the New Year by boosting its power to 5000 wattage. . . . 1950 will find Hit Parade singing star, Jeff Clark, a very busy lad with a dozen or more TV guest shots lined up, plus a recording deal and a screen contract in the making. . . . Bill Bertolotti knows a guy who's so weak-willed that New Year's Resolutions break him.

☆ ☆ ☆ ☆

● ● ● Can't say as we envy Ed Fitzgerald right at this moment. Ed let Carol Irwin 'con' him into accepting a role in CBS-TV's "Mama" this Friday. Not that the part isn't good (next to "Mama" it's the fattest part on the show) and not that the show itself isn't a worthy one—it's just that Ed, who's been chatting away daily and gaily for these past nine years with Pegeen over the breakfast table, hasn't assayed a part in radio or the theater in some 20 years now and how does a guy get back into harness so fast and so soon. In Ed's own words, all he hopes is that he doesn't fall flat on his pan and let his pals down. We got a hunch Ed'll be great. How can he miss?

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Paul Gardner. "Radio's stagnation is nowhere better exposed than in its treatment of news. One who stayed home during the holidays could hear the same items, word for word, on every major or minor station. Why must this be? I don't say that the news rooms should editorialize—however, they shouldn't use wire service releases verbatim from morning to night with no change. To my mind, the worst exemplification of this tendency of radio is the 11 p.m. report on WOR followed by the Herald-Trib news. For the most part, they only change the POSITION of the items. Only when the Herald-Trib broadcast points up an article by Lippman or the Alsops or one of the feature writers does the supplementary program acquire any freshness. I suggest that you write an open letter to the networks, Sid. Why can't they build up their own features? Why is it that, in the N. Y. Times or Tribune of the next day, there are 50 or more stories that might have been played up for broad listener interest? People are not only concerned about world affairs, they're also excited about human affairs. News is a dominant part of living today but the radio stations are missing a bet when they all serve up the same paprikash. Personalize it, analyze it, dramatize it, but, at least, give it a change of pace, I say. So—what's new?"

☆ ☆ ☆ ☆

● ● ● OUR HAT'S OFF DEP'T: Guy Lebow's zingy sportscasting. . . . The Mariners' platter of "Island of Oahu." . . . Pupi Campo's sizzling rhumba sessions at the Havana-Madrid. . . . Ernest Truex's delightful antics on his WPIX series. . . . Vic Damone's crooning at the Roxy.

CHICAGO

By HAL TATE

LARSEN Television Picture Corporation, headed by William Burton Larsen, has opened new TV film production studios at 3177 North Broadway. They are specializing in low-cost action commercial films.

"Two Ton" Baker is back doing his WGN programs after being confined to his home for a week due to laryngitis.

"Kukla, Fran and Ollie" are celebrating their third TV Christmas. When they went on in 1947 there were only 10,000 sets with WBKB the only Chicago station. Now they're on 54 stations and seen by millions.

Chicago is certainly turning out top TV production men. Robert Banner, a member of the NBC staff for the past nine months, has resigned to join the Fred Waring organization as TV director. Banner won national recognition for his work on the "Garroway-At-Large" show.

Ernie Simon celebrated his 1st anniversary on television November 29th. Television Appliance Mart is his sponsor with Irving Rocklin & Associates handling the account.

Harry Christian has started a new interview show, "Food for Thought" over WMOR. The program originates from the front of Isbell's Restaurant and is broadcast every Monday night at 8:45.

As of October 31st there were 266,460 TV sets in the Chicago area according to the Electric Association. With Xmas business, the 300,000 mark is a certainty.

George Biggar, WLS program executive, was recently elected to the Board of Directors of the Chicago (loop) Kiwanis Club. He was previously agricultural chairman.

Woulfe Gets New Post With Lever Brothers Co.

(Continued from Page 1)

and will make his headquarters in Chicago. In the meantime he will supervise the move of the Pepsodent division from Chicago to the new centralized headquarters of Lever Brothers in New York City.

1906 1949
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

TV Set Production Reaches New High

(Continued from Page 1)

probably shipping at least 20,000 sets per week.

For the first 11 months of 1949, TV production by RMA count reached 2,121,836. Non-member companies are estimated to have turned out another 300,000 sets, with their rate of production constantly increasing. Total production since the end of the war is estimated by RMA to have reached 3,500,000.

Turnout of sound radio sets also rose sharply, with nearly 200,000 units equipped for FM reception. These included 122,603 FM-AM and FM only sets and FM reception bands on 60,108 TV sets.

A total of 787,533 AM-only sets brought the month's total of all types of sets to 1,324,359—the only time this year the total has exceeded the million set mark. The November total of AM-only sets was 200,000 above the highest previous mark for the year.

Set Production Figures

Below is a month-by-month tabulation of set production as reported by RMA:

	TV	FM-AM and-FM	AM only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	49,831	716,538
March (five weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
June (five weeks)	160,736	40,512	471,342	672,590
July	79,531	23,843	318,104	421,478
August (five weeks)	185,706	64,179	559,076	808,961
September	224,532	70,936	461,532	757,000
October	304,773	83,013	587,267	975,053
November (five weeks)	414,223	122,603	787,533	1,324,359
Total	2,121,836	788,955	5,770,989	8,681,780

Beef Giveaway Prizes For WMGM's Pet Beefs

Prizes of beef for expressing pet beefs are being offered over WMGM each Sunday on the Public Performance program sponsored by the Public National Kosher Meat Products. Peeves ranging from "cab-drivers who never have change when the fare is 65 cents" to the girl in the office who has nothing to do and roams about asking "How's it going?" have been expressed.

Prizes of delicatessan are given on the show which also includes the songs of Seymour Rechtzeit and the Feder Sisters.

Other gripes heard in recent weeks include the woman sports enthusiast who calls baseball players cute, wrestlers handsome brutes, and jockeys little boys and the guy at a party who always walks over the women and shouts "Let's play strip poker."

Experimenting With FM For Wired Music Service

Philadelphia — Experiments with FM radio as a replacement for leased telephone wires to transmit canned music are being conducted by the Muse Art Corporation, distributor of Muzak Wired Music Service in this area. Tests to obtain proof that FM can provide satisfactory service have been made in the past few months, according to John B. Kelly, president of the corporation.

Engineers believe that with certain modifications, FM can replace the leased lines, Kelly says. However, he added, no decision will be made until final tests have been made.

The tests have been conducted on WIBG-FM.

Blair Staff Expanding; Opening Dallas Office

(Continued from Page 1)

Texas with Clarke R. Brown, veteran time-buyer and salesman, in charge.

Other Blair offices are located in Chicago, New York, Los Angeles, San Francisco, Detroit and St. Louis. The new Dallas office will be located in the Rio Grande Building.

Brown Will Be Manager

Brown, manager of the new Dallas office, was radio director of Lake-Spiro-Furman, Memphis agency, from 1938 to 1946. He handled the buying activities for the Plough, Inc. account. Later he was media director of the Harry B. Cohen ad agency in New York and following that was radio and TV director of the Gardner Advertising Agency, St. Louis. For the past year he has been general sales manager of the Texas State Network. He will continue to handle regional representation for the Texas web which is already represented nationally by the Blair firm.

Mutual Programs Provide Xmas Gifts For Children

A co-operative venture by Mutual network programs and MBS affiliated stations has resulted in the collection of more than one million gifts of toys and clothing for underprivileged or war-suffering children at home and abroad. Carleton Morse will distribute clothing and toy gifts to war-orphans at the San Michele Colony in Rome, Italy, on Christmas Day.

In addition to the Morse distribution of gifts, more than 200,000 American underpriveledged children will receive Christmas mementos from the Salvation Army on Christmas Eve. The Salvation Army gifts were rounded-up by Tom Moore, emcee of "Ladies Fair." Each is hand made and home made.

More than 675,000 children's gifts were contributed to "I Love A Mystery" and "The Bob Poole Show" by Mutual listeners. Both of the latter campaigns were conducted in co-operation with the Foster Parents' Plan for War Children, Inc.

Five Pillsbury Programs Set For CBS Network

Chicago — When Pillsbury Mills, Inc. of Minneapolis starts sponsorship of the 9:15 to 9:30 a.m. (CST) segment of Arthur Godfrey's show on April 10, 1950, the flour firm will be sponsoring five major programs on the CBS network.

In addition to Godfrey, the other shows will be: "Pillsbury House Party," formerly heard on ABC, which switches to CBS, January 3rd; "Fun to be Young," a new show put together especially for Pillsbury's west coast subsidiary, Globe Mills, which starts January 7; "Grand Central Station," which has been sponsored by Pillsbury for five years; and Cedric Adams, newspaper columnist and commentator, whose daily five-minute program will follow "House Party."

The complete revised schedule is as follows: Art Linkletter's "House Party," 2:30 to 2:55 p.m. (CST) CBS coast-to-coast and Cedric Adams, 2:55 to 3:00 p.m. (CST); Both shows are five days a week. "Grand Central Station," 11:30 to 12:00 p.m. noon on Saturdays; "Fun to be Young," audience participation show with Jay Stewart, one of the west coast's most popular emcees, Saturdays 11:30 to 12:00 noon (PST) on a Pacific Coast regional network which includes Salt Lake City; and the Arthur Godfrey show, which will be at 9:15 to 9:30 a.m. on Mondays, Wednesdays and Fridays one week and Tuesdays and Thursdays on alternating weeks.

Labor-Management Series To Be Continued On ABC

ABC will continue its Labor-Management broadcast series during 1950, it was announced yesterday. The broadcast procedure, however, will be reversed with the first 15-minute time segment, 10:30 to 10:45 p.m. being devoted to management and the second segment, 10:45 to 11 p.m. being devoted to labor. New time arrangement bowed last night.

Robert Nathan, the labor economist, will speak for the CIO and the NAM's "This is Your Business" will represent management during the first eight weeks of the series.

P. R. Venture Rumor Denied By Gardner

(Continued from Page 1)

is no truth in any of the stuff that they print about it," Gardner said. "I am very happy—the sponsor is very happy—the writers are very happy and the only people who seem to be unhappy are the guys who don't understand the whole thing."

Teodore Moscoso, Jr., president-general manager of the Puerto Rico Industrial Development Company, confirmed the comment of Gardner.

"It has been forcefully brought to our attention," Moscoso said, "that Ed Gardner is being criticized for avoiding taxes because of his having moved his production activities to Puerto Rico. These accusations have been both unfair and untrue.

"Must Qualify"

"First of all, anyone who lives and works in Puerto Rico is not subject to Federal Income Taxes on income earned in Puerto Rico. In the case of Gardner, he first must qualify under the U. S. Internal Revenue Code regulations, as to Puerto Rican residence and income, before any exemptions apply to his earnings.

Secondly, Gardner was definitely not granted exemption from Insular taxes solely on the basis of his radio recording activities. The certificate of qualification under our Insular laws was granted only because Gardner established a new, complete, independent production unit in Puerto Rico—to plan and film full length feature motion pictures as well as short subject films for television programs, in addition to his radio programs.

"He's posted a bond of $250,000.00 of his own money—a business investment in good faith—and unless the film productions are forthcoming, local tax exemptions will not be operative."

Short Wave Broadcast Hits Roumanian Market

Sales of textiles, foodstuffs, cigarettes and other goods skyrocketed recently in Romania following a Voice of America broadcast about Romanian currency troubles. The broadcast increased fears among the Romanian populance that they faced another currency devaluation.

Rumors of impending currency stabilization moves have been prevelent in Romania for some time but the buying spree really started following the broadcast which reported that the Bulgarian State Bank was refusing to change Romanian currency.

A reliable source close to the Romanian State Bank said that the Bulgarian move was brought soley on by the growing Romanian currency balance there. He said that Bulgaria had temporarily halted from buying Romanian goods and exchanging Bulgarian money for Romanian money.



Deep are their **roots**

With television, you see far beyond the horizon. Radio brings you sounds from around the world. Electron microscopes peer deep into the world of the infinitesimal.

These, and other "leaves" on our new tree of knowledge are rooted in creative research—as carried out at RCA Laboratories in Princeton, N. J. Here, research scientists seek new scientific principles, improve on old ones, or put them to new uses.

Already on their achievement list are hundreds of important and basic developments in electronics, television, radio, electron tubes, radar, and recorded music. RCA research works continually to give you better products.

Examples now working for you include: Today's sharp-eyed Image Orthicon television cameras, television picture tubes, compact portable radios made possible by tiny new RCA electron tubes, the 45-rpm record-playing system with the fastest record changer ever devised and distortion-free records.

Research in your behalf: Creative research into new principles is another way in which RCA Laboratories work to improve your way of living. Leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, December 28, 1949—TELEVISION DAILY is fully protected by register and copyright

TV RIGHTS ACQUIRED TO RANK PIX

TELE TOPICS

FOLLOWING "STUDIO ONE" on CBS in New York Monday nites is an informal quarter hour presided over by Faye Emerson, without a doubt the most attractive and charming girl on the air these days. The show isn't much—some gossip by Miss Emerson and possibly a guest or two—but the personality of its hostess is so great that it usually makes mighty pleasant viewing. Most of the time Miss E. talks about the parties and first-nights she attends. It's not bad, as such chatter goes, but we've got a hunch that it would be much more interesting if her material were not so heavily coated with the glossy or nite club side of show business. Miss Emerson has definite ideas of her own on almost every subject, and we'd like to hear her talk about them free from the custom that prevents a performer from saying anything but kind words about fellow artists in public. . . . Commercials for milady's footwear by Ansonia that looks all but impossible to walk in are effectively delivered by Neva Patterson and fit neatly into the rest of the segment. Hardie Frieburg is the producer and Dick Linkroum directs. . . . We'd like to repeat Miss Emerson's New Year wish for her audience because it illustrates a point made above—"A world that's free, a peace that's real and a life that's a little better this year than it's ever been before."

•

SCORES OF PRESS RELEASES heralding all sorts of activities pass our desk every day. Most are widely divergent in both content and style, but almost all from stations and networks have one thing in common—they seldom mention competitors. We were quite startled, therefore, to receive the following in a wire from a station in Ohio that we shall call, with great originality, Station A: "The announcement by Station A that it would carry a 15-hour schedule on Christmas Day starting at 8 a.m. threw consternation into the ranks of its competitors Stations X and Y." We print this for whatever value it may have to instructors in trade publicity. We withheld the station's call letters because for all we know Stations X and Y may have thrown consternation out of their ranks and right back at Station A.

•

RCA VICTOR completing plans for introduction of their new receiver line featuring a 16-inch set for $300. . . . Another casualty of the New York water shortage is water polo at NYAC, scheduled for WOR-TV coverage Jan. 11. Station will air the Columbia-Fordham basketball game instead. . . . "That Wonderful Guy," situation comedy series produced by Charles Irving and starring Neil Hamilton and Jack Lemmon bows on ABC Jan. 4, 9-9:30 p.m. Featured will be Cynthia Stone and Jo Hurt.

Intensive Spot Drive Set By Chevvy, N. Y.

One of the most heavily concentrated spot campaigns in TV was launched yesterday by Local Chevrolet Dealers Association (New York, New Jersey and Connecticut) to plug the unveiling of the 1950 car.

The drive, which runs through Jan. 11, provides for nearly 300 airings of one-minute teasers and new car commercials. Success of a similar campaign for the 1949 Chevrolet is the basis for the expanded TV drive. Campbell-Ewald is the agency for the dealers and films were made by Archer Productions.

Using all six New York stations, the campaign calls for complete blanketing of WOR-TV, with the spots to be seen on every available program every night for the two week period. Participations and station breaks have been bought on the other stations.

Spots will be used also on the Association's four local shows "Pantomime Quiz," WCBS-TV; "Famous Jury Trials," WABD; "Roller Derby" WJZ-TV, and "Winner Take All," WCBS-TV.

WPIX Sells Boxing Show To N. Y. Hudson Dealers

Hudson Dealers of Metropolitan New York will sponsor Saturday night boxing from Ridgewood Grove over WPIX beginning Jan. 7. Thirteen-week contract was placed through Klores & Carter. Guy Lebow will describe the bouts and Jack Murphy will direct.

TvA-SAG Meet

The boards of TvA and SAG have agreed to meet Jan. 6 to discuss their differences and proposals for peace in jurisdiction for TV talent. Place of the meeting and conditions are still being negotiated, with TvA suggesting New York and SAG holding out for Hollywood. TvA has offered to pay half the expenses of the SAG delegation should the meeting be held in New York.

Feature Low Price Set In New Philco Line

A new low-price 12½ inch receiver has been introduced by Philco, Frederick D. Ogilby, v-p in charge of radio and television sales revealed yesterday. Philco has also introduced six other new TV models for 1950, he announced.

The model 1403 with the 12½ inch screen will retail for $199.95 and has built-in aerial, Ogilby said. It provides a 97 square inch picture and has 20 tubes and two rectifiers.

Other models introduced range in price from $229.95 to $479.95 and contain such Philco features as "No Glare" optical system, new superpower circuit and high gain automatic station selectors. The most expensive model is a combination television receiver and radio-phonograph. The phonograph of this receiver plays all speeds of records, Ogilby added.

The v-p said that production is now in excess of 15,000 sets a week for tele receivers.

Four Chicago-N. Y. Channels Will Be In Work By Summer

A fourth westbound channel between New York and Chicago will be placed in operation by AT&T next summer thus eliminating time-sharing by the four webs now feeding network programs.

The additional channel will be provided by a $12,000,000 microwave relay hookup between the two cities. The 31 towers comprising the link have been completed and installation of equipment and testing is expected to be completed by summer. The hookup eventually will be extended to about 50 relay stations reaching Omaha and Des Moines.

There are now three westbound and one eastbound channels available by coaxial cable. When the new relay system is opened it will provide the additional westbound channel and the current eastbound channel will be moved from the coax to radio relay. The eastbound TV channel now on the coax will be converted to telephone use.

Towers 25 Miles Apart

The microwave link, in construction since August, runs through central New Jersey, Pennsylvania, Ohio and Indiana. Towers are from 60 to 200 feet in height, depending on local elevation, and are about 25 miles apart.

Standard Gets 75, All Produced Since '44

Standard Television Corp. has acquired exclusive TV rights to 75 J. Arthur Rank feature films, all produced since 1944, it was announced yesterday by Irving Shapiro, president of Standard, who negotiated the deal with Robert S. Benjamin, president of the Rank organization in the U. S.

About fifty of the films included in the package have never before been shown in this country and all of these have been produced during the past two years. Total production costs of the 75 films is $50,000,000.

Among those which have received theatrical exhibition in this country during the past two years are "I Know Where I'm Going," "Tawny Pipit," "Nicholas Nickleby," and "Waterloo Road."

According to Shapiro, "Mr. Rank's courageous and forward step in the development of the television market will result in a greater spread of distribution and greater profits for all motion picture companies."

Robert H. Wormhoudt is general manager of Standard, and Howard Linkoff heads advertising sales.

NBC Names McPartlin Sales Chief Of WNBQ

Chicago—John McPartlin, a member of the NBC Chicago national spot sales staff for the past six years, has been appointed sales manager of NBC's local TV station, WNBQ, according to an announcement made here this week by I. E. Showerman, NBC vice-president and WNBQ's general manager.

George Morris, Jr., formerly on the sales staff of the web's local AM outlet, WMAQ, was named by Showerman as McPartlin's assistant.

McPartlin had been acting as coordinator of TV sales for both local and national spot sales under Oliver Morton, NBC central division national spot sales manager.

Hooper's Top Ten

(Network-November)

Texaco Theater	NBC	65.0
Toast Of Town	CBS	48.6
Talent Scouts	CBS	42.8
Stop The Music	ABC	39.1
Godfrey Friends	CBS	39.1
Fireside Theater	NBC	38.1
Studio One	CBS	36.0
Big Story	NBC	35.9
Amateur Hour	NBC	35.7
Lone Ranger	ABC	34.8

AGENCIES

PROCTER & GAMBLE has appointed Leo Burnett Co., Inc. Chicago, to work on a special advertising project.

E. HOWARD YORK has been elected a v-p of Doremus & Co., effective January 3. He is now in charge of the agency's Philadelphia office.

VICTOR ARMSTRONG will be transferred from J. Walter Thompson Company's New York office to its San Francisco office on January 1. The agency is also moving Carl Rhodes and Lyman Avery from the Detroit office to New York.

THE DANIEL F. SULLIVAN CO. of Boston has moved from the Statler Building to new quarters in the Union Savings Bank Building at 216 Tremont St., near Boylston.

BOWKER & CO., INC., a new national public relations and advertising agency, has opened in Toledo. Ohio. Benjamin C. Bowker, president, was formerly assistant to the president and assistant to the chairman of the board of Willys-Overland Motors.

ROBERT E. BOUSQUET has been named v-p of Chambers & Wiswell, Inc. Boston, effective January 3.

LAWRENCE WISSER has been named to the executive staff of Storm & Klein, Inc. He was formerly with Lawrence Fertig & Co., Inc. and Federal Advertising Agency, Inc.

BRISTOL-MYERS COMPANY of Canada, Ltd., Toronto, has appointed Kenyon & Eckhardt, Ltd., for Resistab, a new antihistamine.

JOHN D. SMALL has been elected a v-p of Emerson Radio & Phonograph Corp. He will continue as an executive assistant to the president.

WEISS AND GELLER, New York, announces the appointment of Ernie Byfield, Jr. as director of television, effective immediately. Byfield was formerly assistant director and director of sustaining shows at NBC-TV, and for two years was a film writer with MGM in Hollywood. Prior to that he was in charge of the frozen foods division of College Inn food products.

BETTY POWELL, formerly timebuyer at BBD&O, has been appointed radio director of America's Future, Inc., non-profit, educational foundation. She succeeds T. R. Ewart, who has returned to his public relations business in Dallas. Miss Powell will direct promotion of the weekly transcribed series, "Americans, Speak Up!," heard every Monday night over New York's WINS and on approximately 100 station coast to coast.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of December 16-22, 1949

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes	Walt Disney
A Dreamer's Holiday	Shapiro-Bernstein
All The Bees Are Buzzin' 'Round My Honey	Santly-Joy
Bibbidi Bobbidi Boo	Walt Disney
Bye Bye Baby	J. J. Robbins & Sons
Charlie My Boy	Bourne
Dear Hearts And Gentle People	E. H. Morris
Don't Cry Joe	Harms
Envy	Encore
Farewell Amanda	Chappell
Festival Of Roses	Witmark
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
I Must Have Done Something Wonderful	(Undertermined)
I Never See Maggie Alone	Bourne
I Wanna Go Home With You	Paxton
If I Ever Love Again	Paxton
I've Got A Lovely Bunch Of Cocoanuts	Cornell
Jealous Heart	Acuff & Rose
Merry Christmas Polka	Alamo
Merry Christmas Waltz	Advanced
Mistletoe Kiss	Shapiro-Bernstein
Mule Train	Walt Disney
Old Master Painter	Robbins
River Seine	Remick
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
Slipping Around	Peer
Stay Well	Chappell
That Lucky Old Sun	Robbins
There's No Tomorrow	Paxton
You're Always There	Bregman-Vocco-Conn

Second Group

A Thousand Violins	Paramount
Crocodile Tears	Johnstone-Montei
Daddy's Little Girl	Beacon
Everything They Said Came True	Johnstone-Montei
Happy Times	Harms
Hop Scotch Polka	Cromwell
I Want To Wish A Merry Christmas	Republic
If It Doesn't Snow On Christmas	Lombardo
In Santiago By The Sea	Life Music
Johnson Rag	Miller
Just A Kiss Apart	J. J. Robbins & Sons
Just For Fun	Paramount
My Love Loves Me	Famous
My Street	Campbell
Rain Or Shine	Bregman-Vocco-Conn
She Wore A Yellow Ribbon	Regent
Sitting By The Window	Shapiro-Bernstein
Souvenir	Beacon
There's A Bluebird On Your Windowsill	Mellin
Too-Whit Too-Whoo	Gallico
Toot Toot Tootsie Goodbye	Feist
'Way Back Home	Bregman-Vocco-Conn
Wishing Star	Broadcast Music
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin

COAST-TO-COAST

Get Well Greetings

Hartford, Conn.—Prosecutor Nathan Hillman of the Police Court here personally thanked listeners of WDRC recently for sending him more than 300 letters and postcards during a serious illness. When he returned home from the hospital, Hillman broadcast via telephone on Jack Zaiman's program over WDRC. Listeners were originally asked to send cards and letters to the hospital patient.

Radio Engineer Honored

Pittsburgh, Pa. — Duquesne University honored Ted C. Kenney, chief engineer of KDKA recently at ceremonies which dedicated the University's FM radio station WDUQ. The Rev. Francis P. Smith, S.S.SP., president of Duquesne, presented a citation to Kenney for his "genuine interest in the cause of education by radio and especially to the establishment and development of educational radio at Duquesne."

Sinatra WTIC Guest

Hartford, Conn. — Frank Sinatra was a guest on WTIC's "Juke Box Jingles" program on December 5. The "voice" played at the State Theater here over the weekend, and his interview by disc jockey Ross Miller was his only radio appearance in the city.

Stork News

Steubenville, O.—It's a boy for Mr. and Mrs. George H. Wilson, Jr., born December 2. George is program director for WSTV, and has currently assumed the role of Santa Claus.

WMMW Stages Program

Meriden, Conn.—WMMW's Talent Party heard Saturday mornings took to the stage for a benefit performance for child welfare, December 17th and was sponsored by the Meriden Junior Chamber of Commerce. The Talent Party features promising young talent of Central Conn. The stage show and broadcast will emanate from the Meriden Theater.

Streibert Participates

Athens, O.—Theodore C. Streibert, president of WOR, N. Y., participated in the inauguration ceremonies of WOUI, educational FM station of Ohio University. Streibert was the guest of John C. Baker, president of the University, who headed the ceremonies. WOUI is a 10-watt station and operates on 88.1 megacycles.

Negotiating Terms

Columbus, Ind.—WCSI-FM is attempting to complete arrangements with WCFL, Chicago, for broadcast rights to the Chicago Blackhawk Ice Hockey Games this year. Station is also negotiating for broadcast rights to Chicago basketball games. WCSI was the key station here to carry the Chicago Cardinals Professional football games, for the past two years.

BUSINESS PRODUCTION

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 59 NEW YORK, THURSDAY, DECEMBER 29, 1949 TEN CENTS

SEE REVENUE OF $435 MILLION FOR '49

Staying In Radio-TV, Dorothy Schiff Insists

Dorothy Schiff, publisher of New York Post and owner of KLAC-TV, Los Angeles, and KLAC, said yesterday "I do not intend to sell KLAC and KLAC-TV. During this past week I refused two offers that were in excess of $1,250,000. It is my sincere intention to remain in the television and radio business. KLAC and KLAC-TV have progressed far beyond any of our expectations. From progress of late it appears that KLAC-TV will be one of first television stations in a major city to strike black."

Hughes Forms Company For Sale Of AM-TV Shows

Chicago—Formation of a new service for stations called Rush Hughes Radio and Television Features was announced here this week by Hughes, 25-year radio veteran, who said he will offer a "sales-aid" service to a 12-state area.

Rather than syndicating shows, Hughes said he will aid stations to sell shows patterned after successful ones he has aired and will "break

(Continued on Page 2)

Graham, Cone Named To D. Of C. Committee

Washington Bureau of RADIO DAILY

Washington — Appointment of Philip Graham, president of WTOP. Washington, and publisher of the Washington Post, as vice-chairman of the Commerce Department's Advertising Advisory Committee has been announced by Secretary of Commerce Charles Sawyer.

Stuart Peabody, assistant vice-

(Continued on Page 3)

Debate

"Television, 1950 — Good or Bad?" will be the topic on the American Town Meeting of January 3 over ABC from 9 to 9:30 p.m. Cartoonist Al Capp will support the good side while Norman Cousins, editor of the Saturday Review of Literature, will take the opposite viewpoint.

Bowl Broadcasts Set For New Year's Day

CBS, which has exclusive broadcast rights to both the Rose Bowl and Orange Bowl grid classics on January 2, has planned extensive pre-game coverage of festival activities prior to the actual game broadcasts.

The web kicked-off its previews of the Pasadena Rose Bowl Game with a special broadcast on Dec. 23 from the West Coast which featured a top roster of CBS talent and the Queen of the 1950 Tournament of Roses, Marion Brown, a Pasadena College freshman and her six-girl court of honor. The network also

(Continued on Page 6)

Clay Morgan Resigns As Executive Of NBC

Clay Morgan, an executive of NBC for 13 years, 12 of which he served as assistant to the president, has resigned as of December 31 to enter business for himself as an independent public relations and publicity consultant.

Morgan, widely known in press

(Continued on Page 2)

NAB Expects Figure 4.5% Above '48, But Operating Expenses Are Up For Member Stations, Webs

Washington Bureau of RADIO DAILY

Washington — NAB predicted yesterday that the total 1949 broadcast revenue will top $435,000,000. This is 4.5 per cent better than last year, but operating expenses are believed to have risen 4 per cent. A possible fresh decline in overall average profits in 1949 was foreseen by

(Continued on Page 3)

Threat Of Web Strike Continued Yesterday

Directors affiliated with the New York local of the Radio and Television Directors Guild "will definately go out on strike sometime Saturday, Dec. 31" if their demands for network recognition and wage and hour adjustments are not met, Ben Meyers, attorney for the Guild yesterday told RADIO DAILY between negotiation meetings at NBC. Meyers said that the major obstacle "at

(Continued on Page 2)

Soap Company Using Spots On 6 ABC Outlets

Colgate-Palmolive-Peet Company has signed a contract of $205.738 for spots during 1950 on six ABC stations. The order covers 80 announcements and participations a week on WJZ, New York; WENR, Chicago;

(Continued on Page 3)

Sellers Will Join NAB To Serve FM Division

Washington Bureau of RADIO DAILY

Washington — NAB announced yesterday that Edward L. Sellers, formerly executive director of FMA, will join its staff on Jan. 1. FMA is in the process of merging with NAB,

(Continued on Page 2)

Symphonic Series Set For ABC Presentation

The realms and mood of true American orchestral music will be explored by the American Arts Orchestra under the direction of Karl Krueger on a new ABC series from 10 to 11 p.m. (EST) beginning Tuesday, February 6.

Dr. Krueger, one-time conductor with the Detroit Symphony Orchestra, is now in the process of integrating the new orchestra group. He said for the first season "the Ameri-

(Continued on Page 3)

Hudnut Will Sponsor New Winchell Series

Walter Winchell will get a new sponsor, William R. Warner & Co. Inc. in behalf of Richard Hudnut Permanent Wave and other hair products, on January 1 for his ABC

(Continued on Page 3)

$64 Question

"What one book, one play, one movie—and one entertainer—do you think has the best chance of being remembered 50 years from now?" is the question being put to WNEW listeners by Gilbert Seldes on his Lively Arts program. On Sunday, January 1 at 10 p.m. Seldes will broadcast his listeners' opinions majority choices.

Don Lee License Renewed; Coy Voted For Revocation

Washington Bureau of RADIO DAILY

Washington — Although it found the network in wilful violation of the network rules, a majority of the FCC has voted to renew the station licenses of the Don Lee Broadcasting System. Chairman Wayne Coy and Commissioner Frieda B. Hennock voted to revoke the licenses, while Commissioner Paul Walker did not participate. The stations are KGB, San Diego, KDB, Santa Barbara, KFRC, San Francisco, and KHJ and KHJ-FM, Los Angeles.

In view of the extensive findings in which the Commission sets forth violation after violation of the network rules, the decision to renew appears to be supported only by a desire on the part of the Commission not to tear apart the entire

(Continued on Page 6)

Overseas Interview

Israel G. Jacobson, director in Hungary for the American Joint Distribution Committee who was held a prisoner and expelled by Hungary, was heard on the NBC News of the World program last night at 7:15 p.m. Jacobson was recorded on tape by the network following his release by the government in control in Hungary at the present time.

COAST-TO-COAST

New WHDH Musical

Boston, Mass. — A new Sunday quarter-hour, presenting mezzo-soprano Murielle Halle, has been logged by WHDH. Sponsor is the Habitant Soup Company of Manchester, New Hampshire and Montreal. The program, titled "Revue Musicale," also features organist Kenneth Wilson, Bill Green at the piano and violinist Don Gordon. Musical comedy hits, light classics and French art songs are the show's ingredients.

WTAM Receives Award

Cleveland, O.—WTAM has been presented with a Safety Award by the Greater Cleveland Safety Council and the Industrial Commission of Ohio. As group winner, WTAM was cited for "outstanding effort and achievement by their supervisory forces and employees" in maintaining such a high safety standard. Jacob E. Hines, WTAM program director, represented the station at the presentation luncheon and received the award in WTAM's name.

Quinn Added To WBTV Staff

Charlotte, N. C.—Bill Quinn, formerly with radio station WTYC in Rock Hills, S. C., has been added to the production staff of television station WBTV, according to an announcement by Larry Walker, director of the WBT television operation. Quinn is working with Charles Bell, production manager. He has been associated with the Columbia University station in N. Y., WKLB at North Adams, Mass., as continuity chief; assistant program director of the rural radio network at Ithaca, N. Y. prior to his work in Rock Hill.

Triple Celebration

Philadelphia, Pa.—Ramon Bruce, disc jockey of radio station WHAT, presented the third "Snap Club" dance on December 16th. The "Snap Club" is a program conducted by Ramon Bruce heard daily over WHAT, boasting a membership of over 10,000. Each month a dance is held for the members at one of the local dance halls. On December 16th, there was a triple celebration, the monthly dance, the birthday of Ramon Bruce, and his 4th anniversary at WHAT.

Local Contest Winners

North Platte, Neb.—The winner of a speech contest jointly sponsored by the Junior Chamber of Commerce here and radio station KODY has been declared the winner of the statewide "I Speak For Democracy" competition. Miss Lorna Wilson from here was declared the state winner over 18 finalists at Lincoln. A transcription of her speech will be sent to Tulsa, Oklahoma, for the regional finals.

Jerry Grove Joins WHAT

Philadelphia, Pa.—Jerry Grove has joined the announcing staff of WHAT. Jerry was formerly with station WIP.



Man About Manhattan. . . !

● ● ● BIGTOWN SMALL TALK: A west coast radio columnist is toying with the idea of starting a letter-writing campaign to draft Fred Allen back to the airwaves. He can have our signature right away. . . . Lennen & Mitchell very happy with the new Hooper. Old Gold is the only advertiser to wind up with two TV'ers among the top ten—"Stop the Music" in 4th slot and "Amateur Hour" in 9th. Agency especially tickled since both shows are so low-budgeted. . . . Hy Gardner to be heard as crystal-ball'er on "We the People" tomorrow. . . . Vic Sack, director of CBS' "Grand Slam," planed to San Francisco to tie the well-known knot. . . . Marion Dougherty joining J. Walter Thompson as assistant to Bob Tucker, head of talent. . . . Earl Peed, editor of Telecast, will be a Daddy before the new year is a month old. . . . Ivon Newman, WVNJ veep, huddling with the Daily Mirror's Over-the-River columnist, Eddie Zeltner, regarding a nitely series of chatter beamed for the L. I.-Bklyn trade. . . . Best of the TV spots, in our book, are Spry and EVD. Of the 'live' spielers, give me Rex Marshall batting for Auto Lite on "Suspense."

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● ● ● Credit Alton Alexander with a sensational adaptation of "Alice in Wonderland" and dip your lid to Lester Lewis for putting on a great Christmas Eve stanza on his "H'wood Screen Test"—prob'ly the finest session the show has yet enjoyed. Franklin Pangborn, as White Rabbit, and Jean Aubuchon, as Alice, were thoroughly delightful in the sketch. In fact, the whole idea went over so big that for New Year's Eve, Lewis will offer "David Copperfield," with Edward Everett Horton as Micawber.

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● ● ● THE MORNING MAIL: "Dear Sid," writes Wallace A. Walker, gen'l manager of WFCI, Providence, R. I. "I was very interested to note the item in your col'm of Dec. 22nd regarding using Walter Kiernan on a big night-time variety show. I have talked to ABC many times in the past two years urging the exact same thing. Many other station managers have agreed with me and we would be most happy if someone could bring this to a head." (Ed. note: What do I hafta do now to get some action—get up a petition?)

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● ● ● Incorporation of the firm of Roger Brown, Inc., as successor to the Earle Ferris Co., Inc., has just been announced. All stock in the predecessor company has been obtained by Brown, who is the firm's new president. Earle Ferris will serve as chairman of the board. Roger Brown, who's 35 years old, joined the Ferris organization in Nov. 1945, and became gen'l manager in '46. Earle Ferris will continue as a public relations counsel, as well as operating Radio Feature Service, Inc; Hope Associates Corp., and as N. Y. head of the Ferris and Harshe partnership.

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● ● ● Ralph Slater, the famed hypnotist just back from a year in England, asks the col'm to contact Bob Tighe, former managing editor of Radio & Television Journal. Seems Ralph needs Tighe as a witness for a case that comes up in the Brooklyn Federal Court Jan. 4th. It further seems that the manufacturers of sleeping pills are no end irked with friend Ralph over his "Time To Sleep" record, claiming that it is impossible to be put to sleep from the playing of the record, Ralph sez if he can't prove his case, he'll eat the record—and it's made of vinalite. As an innocent bystander, our dough is on Slater. We've seen him work too often to doubt his powers. If Bob Tighe is listening in on this, he can reach Ralph at 155 W. 72nd St., N. Y. C.

AGENCIES

THE NATIONAL ADVERTISING AGENCY web will hold its annual eastern meeting in the Warwick Hotel, Philadelphia, on January 28-29. Fort Wayne, Ind., will be the scene of the western meeting on January 20-22 at the Van Orman Hotel.

KAY ROBERTS has severed affiliations with Mildred Fenton. She has retained clients Cathy Mastice, Sheriff Bob Dixon and Dickie Orlin in addition to three package shows and other deals.

SEWARD SMITH has joined the New York staff of Brooke, Smith, French & Dorrance, Inc.

STANDARD VARNISH WORKS to Lucerna Company, Inc. Radio television, newspapers, magazines and trade papers will be used.

AMERICAN HALVAH CANDY PRODUCTS have appointed the Alvin Epstein Advertising Agency. Jean Epstein is the account executive.

J. STUART MACKAY has been named assistant general manager of All-Canada Radio Facilities Ltd., effective January 1.

THE PAUL LYNN HELLER ADVERTISING AGENCY of Washingtoin, D. C., will operate as a corporation after Jan. 1.

KING-SIZE SHOES, INC., of Brockton, Mass. to David O. Alber Associates, Inc. for a promotion campaign.

RIKERS, INC., New York Restaurant chain, has engaged William Warren, Jackson & Delaney. Radio advertising will be used. Contracts have been signed with WJZ, for a 13-week test campaign. Stevens P. Jackson is the account executive.





SEE PAGES 1131 to 1144

FOR A COMPLETE SECTION DEVOTED TO

FREQUENCY MODULATION

GIVING FM STATIONS IN OPERATION

FM ASSOCIATION PERSONNEL & OTHER USEFUL INFORMATION

ONE OF 1001 SUBJECTS COVERED IN THE

RADIO ANNUAL & TELEVISION YEAR BOOK for 1949

Renew Don Lee Web License; Coy Opposed

(Continued from Page 1)

structure of today's network broadcasting. It is well authenticated that the Commission has before it charges of as serious a nature against the major networks. Had it refused to renew the Don Lee licenses it might have been forced to take similar action against the national network, in view of insiders here.

What seems likely is that the entire picture of network operation will be studied in a general hearing as soon as the Commission can find the time to call it. A tightening of the network rules may then be sought, with renewed warnings that compliance will be expected.

May Revise Communications Act

In the meantime, the Commission is thought to be determined to push its efforts on Capitol Hill for revisions of the Communications Act which will make it better able to cope with violations of the sort engaged in by Don Lee. Specifically, the Commission is certain to try to win the right to impose penalties less severe than license revocation.

"Had the authority to order a suspension, assess a penalty or impose some other action of less than a 'death sentence' we should have no hesitancy whatsoever in doing so in this case," the Commission majority said yesterday.

Earlier in the same paragraph it stated after 43 paragraphs of findings of violation that "we are convinced that the attitude which responsible Don Lee officers displayed in this record with respect to the Commission's chain broadcasting regulations—an attitude which can at best be characterized as one of indifference — warrants critical examination of the qualifications of the applicant to be a broadcast licensee."

Jones Supports Miss Hennock

Commissioner Robert F. Jones, one of the majority, said he agreed with Miss Hennock's dissent, but that he could not deny the Don Lee renewals because "the activities of other major networks described in complaints and other facts in the Commission files parallel the prima facie evidence upon which the Commission designated the Don Lee applications for renewal on February 15, 1946. Since no other major networks' licenses have been designated for hearing while the instant proceeding has been pending, equal justice under the Commission's network rules requires that the licenses of Don Lee Broadcasting System be renewed."

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales–Rentals–Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117

WINDY CITY WORDAGE

By HAL TATE

● ● ● James Shelby, radio director of the McCann-Erickson ad agency, left over the week-end for a two-week stay in Florida. He'll spend some time in Tampa and then goes on to Miami. . . . Bradley Kincaid, the the original "Kentucky Mountain Boy," now a WWSO (Springfield, Ohio) executive, will be featured guest on the Phillips 66 WLS-National Barn Dance on Saturday night. . . . New World Distributors, local DuMont TV set distributors, have renewed Frann Weigel's "Stop the Record" show on WGN-TV for an additional 13 weeks. Show, a daily hour program broadcast on WGN-TV, is a Rose Dunn-Stan Joel package. . . . Montgomery Motor Sales is trying something new in this country by starting sponsorship of Sunday soccer games over WBKB. The Sidney Clayton agency placed the business with Jack Flatley, account executive for WBKB.

Chicago

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● ● ● Beulah Karney, who's been telling the gals around town what cooks for years, will probably launch a regular TV show over WENR in a few weeks. She's had sponsors like Colgate's, Celanese and others on for nearly 8 years on her WENR show. . . . Johnny Desmond, singing star of Don McNeill's "Breakfast Club," is cutting two new sides for M-G-M records. They're "C'Est Si Bon" and "If You Could Care for Me." . . . Rush Hughes Radio and Television Features gets under way shortly after the first of the year. Rush, one of radio's pioneers having been in the business over 25 years, will not set up a syndicated transcription firm, but will instead lease programs in each locality with local announcers handling the programs. Rush will personally aid stations in making sales in their respective communities. . . . Chuck Acree is now syndicating his "Something to Talk About" column to more than 200 newspapers. His Mutual "Man on the Farm" show goes merrily along.

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● ● ● Radio stars dominate the stage shows which Balaban & Katz is presenting at their neighborhood theaters for the first time in years. Jerry Colonna, Johnnie Johnston, Penny ("Blondie") Singleton head the bill at the Uptown, while Mel Torme, Ella Fitzgerald and Jerry Murad's Harmonicats have star billing at the Marbro. . . . Horace Heidt's find, Dick Contino, heads his own revue at the Southtown. . . . Allied Automobile Company has bought two shows on WBKB—both quarter-hour programs across-the-board. One stars Negro singing star Fletcher Butler while the other is a variety film program. Charles S. Timken Agency handles the Allied acount. . . . Robert Savage, continuity editor of ABC in Chicago, was the author of an original script, "The Christmas Story," presented by the web last week.

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● ● ● A two-hour all-star program headed by Henny Youngman, will be presented by WGN-TV New Year's Eve under the sponsorship of the Chicago Motor Club. Art Jarrett, the Step Brothers and scores of other acts will parade before the cameras during the special New Year's Eve party. . . . Esther Rojewski, WBKB camera girl, and Tom Moore of that station's transmitter department eloped and are spending a three-week honeymoon in Florida. Phil Ruskin, a member of WBKB's crew, has been promoted to assistant director. . . . Herbert S. Laufman & Co., TV producers, proud of the records chalked up by two of their programs—Fairteen Club co-sponsored by the Fair store and Pepsi-Cola, and "Women's Magazine of the Air," sponsored by the Hyland Electrical Supply Company. Both shows have chalked up fine ratings and have been renewed numerous times by the sponsors.

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Bowl Broadcasts Set For New Year's Day

(Continued from Page 1)

plans special programs on Dec. 29, 30, 31 and Jan. 2, featuring Red Barber, the coaches of the California and Ohio State football teams, and assorted celebrities of the sports world and the Tournament of Roses.

Also, CBS will broadcast a description of the colorful Tournament of Roses parade on Jan. 2.

Game broadcast time has been set for 4:45 p.m. to approximately 7:30 p.m. (EST) next Monday. The game will be telecast live over KTTV, Los Angeles, with filmed highlights to be shown over the full CBS-TV web on Tuesday, Jan. 3.

Three Special Shows Set

Building up to the Orange Bowl contest which pits Santa Clara against the University of Kentucky at Miami on January 2, CBS has announced three special preview broadcasts for Dec. 28, 30 and 31.

Sportscasters Mel Allan and Connie Desmond will do a quarter-hour feature report on the 28th including interviews with Bowl officials and sportswriters. On the 29th, Allan and Desmond will interview the coaches of the Bowl contestants and on the 31st will air a description of the New Year's Eve Orange Bowl Parade at 11:15 p.m. (EST).

The actual game broadcast will be aired from 1:45 to 4:45 p.m. (EST) under the sponsorship of Gillette Safety Razor Co. over the full aural web with a live telecast over WTJV, Miami. Filmed highlights will be telecast to the full TV net on Jan. 3.

ABC Covering Games

Accounting for a full afternoon's programming on Dec. 31, MBS will air, starting at 1:45 p.m. (EST), exclusive play-by-play descriptions of the annual Blue-Gray and East-West football classics. Sponsored by Gillette Safety Razor Co., the Blue-Gray game will emanate from Montgomery, Ala., and the East-West feature from San Francisco.

The web has also contracted for exclusive coverage of the 'Gator Bowl grid contest from Jacksonville on Jan. 2, starting at 1:45 p.m. (EST). The 'Gator Bowl Bowl game will feature the University of Missouri versus Maryland.

Mutual started building interest in the East-West game with a special preview broadcast from the San Francisco Press Club dinner on Christmas Day and also plans a Dec. 29th preview highlighted by interviews of Bowl officials, coaches of the opposing teams and well known sports figures.

Wismer, Britt For Blue-Gray

Harry Wismer and Jimmy Britt will broadcast the Blue-Gray game and Ernie Smith and Mel Venter will describe the East-West contest.

A 'Gator Bowl preview broadcast has been scheduled for 8:30 p.m. (EST) on Jan. 1. with Al Helfer and Bob Wolfe who will do the play-by-play.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

RECEIVER-PRICE TREND IS DOWN

TELE TOPICS

THERE'S AN OLD STORY, been around a long time, about an actor who approached vaudeville's leading impressario and offered to commit suicide on stage for $10,000. "It'll be the greatest act you ever put on," he said. The producer thought this over for a while and then said, "Sounds good, alright, but what will you do for an encore?" . . . This chestnut came to mind as we were watching Milton Berle's return to the Texaco show after a two-week vacation. Every week Berle knocks himself out on the show and assumes an untenable position whereby he must top himself the following week. The result is that the show has fallen into a pattern that is forced and repetitious. . . . This week's edition was no exception. Berle made his entrance from the rear of the studio wearing a striped Gay '90's bathing suit and carrying a parasol. He bounded up on stage and went into his opening monologue. This was all quite familiar and there was nothing new in the rest of the show. The Bogginos tossed each other around, Harry Richman sang a few songs, Boris Karloff appeared as a "painless dentist" in a tired skit with Berle, and Leonard Sues' trumpet stint was full of sound and fury. Berle tried to get cute in the finale, "Uncle Miltie's New Year's Party," and there is nothing more unappetizing than the sight of the comedian in an Eton jacket, lace collar and shorts.

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ADD TO TELEVISION's effect on the outside world dept.: In testimony before the Wisconsin Public Service Commission hearing on a fare increase for the Transit Company, Milwaukee, a spokesman for the utility cited TV as a factor for a decrease of trolley and bus riding at nite. Many persons who would use public transportation at nite are staying at home to watch tele, he said. Milwaukee has only one station, WTMJ-TV, and as of Dec. 1, had 60,546 receivers installed. . . . World Video prexy Henry White checks in at Hollywood's Beverly Hills Hotel Jan. 12 on a week's trip to book talent for "Celebrity Time" and look over properties for "Actor's Studio."

•

ACCORDING to the Radio City intelligence bureau, Burr Tillstrom and Fran Allison will journey east next month to originate "Kukla, Fran and Ollie" from New York for a week. . . . Colorful ceramic ash trays bearing a miniature receiver model are being sent to the trade by KDYL-TV, Salt Lake City. . . . Hal Tunis, WMGM disc jockey, begins a weekly talent showcase over WATV Jan. 9 under sponsorship of Tele King Corp. . . . Whatever happened to Public Prosecutor; Barney Blake, Police Reporter and Eddie Drake?

Faulty Station Equip. Hurts Films: Johnston

One of the biggest obstacles to greater acceptance of the film in TV programming is antiquated, non-professional 16 mm. projection equipment in use at stations, Russ Johnston, former NBC film director and now vice-president of Jerry Fairbanks, Inc., said yesterday in an address before the third quarterly forum of the National Television Film Council at the Hotel Astor.

Consequently, Johnston said, even if producers make perfect films for TV, stations will favor live production because of the poor quality of projection. There is no truly professional 16 mm. projection equipment available, he said, although various laboratories are working on projectors utilizing the principle of electronic scanning. Another obstacle to good film projection, he said, is the fact that stations use inconoscopes instead of image orthicons in airing movies.

Johnston said that use of film will increase, however, because of rising costs of live production, rehearsal charges, cable charges and similar expenses. He said that Fairbanks' new multiple camera filming technique will make possible low cost films because it can bring in a half-hour film in a total of three hours.

Keay Joins WFIL-TV

Philadelphia — Andrew I. Keay, formerly with ABC, has joined WFIL-TV in charge of sales service, working under direct supervision of Kenneth W. Stowman, sales manager. Keay was with ABC for five years.

Nielsen's Top Ten

(New York, Nov.-Dec.)

Texaco Theater....	NBC	80.0
Talent Scouts.....	CBS	59.1
Toast Of Town....	CBS	56.5
Lights Out.....	NBC	49.7
The Goldbergs.....	CBS	48.5
Studio One.....	CBS	45.0
Suspense	CBS	44.3
Philco Playhouse...	NBC	43.9
Godfrey Friends...	CBS	41.7
Ford Theater.....	CBS	38.3

NBC O&O's Option New Comm'l Spot Pix

A new pattern in TV time sales providing product and package identification of ten brands during a one-minute film spot has been developed by Earl Thomas and Russell Varney and has been signed by NBC for airing on WNBT soon after the first of the year with options for the web's other owned-and-operated stations.

Involves Quiz

Aimed at lower budget advertisers, the operation involves a quiz built around the various products displayed in the film. Four spots will be aired each day, with the entire 13-week series to be filmed in advance.

Starting with the NBC stations, Thomas and Varney plan to have the series, titled "Spot The Sponsor," on the air in 50 markets by the end of next year. Station agrees to take the series, then sells the participations and when the contracts are in, production is begun.

New Lines Readied To Follow Lead Of RCA, Philco

Downward trend in receiver prices, with the emphasis on more picture for less money, will be continued in the new 1950 lines about to go on the market. The two largest manufacturers, RCA and Philco, have already announced new low priced models and the other major manufacturers are expected to follow suit as new lines are introduced after the first of the year.

RCA Victor yesterday announced 14 new models in its first-quarter 1950 line, seven of which utilize for the first time the firm's new short-necked 16-inch metal-coned tube with "Filterglass" face plate, said to minimize the effects of unwanted light.

16-Inch Model Outstanding

Outstanding in the new line is a 16-inch table model selling for $299.95, and a 10-inch table set in a metal cabinet at $169.95. Another innovation for RCA is the inclusion of a 33 1/3 rpm record player in combination consoles. All sets except those in metal cabinets have built-in antennas and all TV-only models are provided with built-in phono jacks.

Leading the Philco line is a 12½-inch table model to retail for $199.95. Other new Philco sets, announced this week, range from $229.95 to $479.95. Frederick D. Ogilby, veepee in charge of sales, said the firm's output is now in excess of 15,000 sets a week.

Indications that DuMont plans to keep its sets competitively priced were seen by the trade in a statement yesterday by Ernest A. Marx, general manager of receiver sales, who said that the firm will continue allocations to dealers indefinitely, "even though our January, 1950 production will be double that of January, 1949."

WNBW Boosts Rates

Washington — NBC announced a new rate schedule for WNBW, its Washington TV outlet. The rate increases announced by NBC Washington general manager, William R. McAndrew, amount to approximately 25 per cent, and take effect Jan. 16.

Program rates will be increased in class A time from $200 per hour to $375 per hour. Programs in class B and class C time will be increased proportionately. Although there is an increase in time charges, the required rehearsal time provision of the current rate card will be revised.

Heavy L. A. Viewing Reported In Survey By ATAS Committee

West Coast Bureau of RADIO DAILY

Hollywood—Set owners in the Los Angeles area watch TV from four to five hours a day on the average, according to a survey by the research committee of the Academy of Television Arts and Sciences. The committee, headed by Michael E. Kuh, reported that weekday viewing is predominant, with the largest audience available between 6 and 10 p.m.

Saturday and Sunday viewing percentages were close, with Saturday showing a slight edge, the group said. Average normal size audience was 3.67, while the largest recorded averaged 13.7 viewers per set.

Between noon and 5 p.m., it was found, women control program selection with an average of 76.2, followed by men with 16.15 and children, 7.65. From 5 to 7 p.m. children lead in program selection with 46, followed by women, 29.25, and men, 24.75. Men control the selector switch from 7 to 11 p.m., with 59.8, followed by women, 35.35, and children, 4.85.

General preferences for suggested programming were films, newer films and name stars. In specific categories, fashion shows, programs for children and more educational shows were the top choices.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

"HUSH LITTLE DARLIN'"
Recorded By
Perry Como Eddy Howard
Dick Haymes Curt Massey
Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y
216 S. Wabash Avenue, Chicago 4, Ill.

On Records & Transcriptions
Billy Reid's Latest
"TOO WHIT TOO WHOO"
AL GALLICO MUSIC CO., INC.
501 Madison Ave. New York, N. Y.

Revival of a Million Copy Hit!
"AM I WASTING MY TIME ON YOU"
STASNY MUSIC CORP.
1619 Broadway New York City

THE OLD MASTER PAINTER
recorded by
PHIL HARRIS RCA Victor
RICHARD HAYES Mercury
DICK HAYMES Decca
SNOOKY LANSON Landon
PEGGY LEE-MEL TORME, Capitol
JACKIE PARIS National
FRANK SINATRA Columbia
with others to follow
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—The three Robbins, namely Jack, Howard and Buddy, may start taking bows for setting a terrific pace for a comparatively new firm. . . . J. J. outbid several major publishers for the rights to the "Gentlemen Prefer Blondes" score and two numbers in the hit musical, "Bye Bye Baby" and "Just A Kiss Apart" are both up there with the nation's 'most-performed-songs.' . . . ● Just about here we think is the proper space to tell how much we like deejay Howard Malcolm's WCOPesetic New Year Greeting. . . . quote:—here's hoping you have a nifty fifty. unquote:—Woody Woodland, prexy of WCSS, Amsterdam, N. Y., mailed all Morey Amsterdam's Christmas Greetings from that lively little burg nestled in the foothills of the Mohawk Trail. . . . thus even Morey's Yuletide cards bore the postmark, "Amsterdam." . . . ● Jack CBSmith, on whose programs have appeared numerous guests, will himself make a guest appearance Monday when he will be heard on Gordon McRae's NBCoast-to-coaster, "The Red Mill." . . . ● Red Benson, whose clowning Fridays over WOR-TV, is big time, may add to his chores by accepting a disk jockey stint on a major network. . . . Red not only can spin and chin with the best of the platter turners, but can also write a tune and, what's more, sing it. . . . ● A new song, written by Jerry Bock will be preemed on "Carolina Calling" CBSunday morning at 8.30 via WBT, Charlotte. . . . ditty is titled, "Charlotte From Charlotte, N. C." (are you reading Ken Treadwell? . . . we'll be a-listening.)

☆ ☆ ☆ ☆

● ● ● Perhaps a personal background as an orchestra leader may have something to do with it. . . . former Ork Pilot George Paxton, whose music firm is scarcely two years old, has three current numbers listed with the leading songs of the day. . . . "I Wanna Go Home With You," "If I Ever Love Again" and "There's No Tomorrow." . . . ● Duke Niles joins the Fred Fisher Music Co. next week. . . . firm is working on several Fred Fisher tunes featured in the current 20th Century-Fox musical, "Oh, You Beautiful Doll." . . . ● When we first heard them, we predicted prolonged popularity. . . . we're referring to the two Beasley Smith-Haven Gillespie sockeroos, "That Lucky Old Sun" and "Old Master Painter" published by Robbins Music Corp. . . . ● Joe Santly and his son Harry, have formed a new pubbery, Sanson Music, their initial plug tune, "Happy Valley," cleffed by Cliff Friend. . . . ● Bernie Wayne and Margarite James have placed a commercial ballad with Porgie Music. . . . the complete title is "I Don't Know Whether To Laugh Or Cry Over You." . . . Jeannette Davis' Columbia waxing will launch the song when it is released next week. . . . ● Seemingly unaware of the battle of the Giants, (for Color TV or not,) the public goes blithely along demanding new sets. . . . and wisely determined to worry about color TV only when it has been perfected and marketed.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Capitol has another good biscuit cut by Ray Anthony's Band in "Sitting By The Window" flipped with an instrumental rendition of "Dixie." . . . top deck, features a nice warbling effort by Dick Noel with support by the Skyliners. . . . ● Count Basie bounces back into the limelight with a Victor disk which should get plenty of juke box play. . . . platter features a sort-of combined instrumental-and-choral version of "St. Louis Baby" reversed with "Normania," strictly in the Basie groove. . . . ● After nine years on WAAT, Disk Jockey Dave Miller, moves his waxings and chatter to WPAT where for the next five he'll be heard five hours a day, seven days a week. . . . (Strictly a Miller-diller). . . . ● Jerry Wayne should add to his laurels and number of fans with his latest Columbia waxing of "Send Ten Pretty Flowers" with the rhythmic "Blue Ribbon Gal." . . . with backing by a choral group and Hugo Winterhalter's bright orchestral accompaniment, this one is labeled HIT. . . . ● Maestro Johnny Long is now a Colonel on the staff of Governor (Louisiana) Earl K. Long.

PLUG TUNES

Our Latest H I T
"ECHOES"
LAUREL MUSIC CO.
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Bing Crosby, Gracie Fields, Sammy Kaye, Johnny Desmond, Jo Stafford, Doris Day
Are All On
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Should step right out in front—
Just recorded for RCA-VICTOR
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by Thomas G. Meehan
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Brand New Novelty!
"If I Had A Million Dollars"
(I Would Give It All to You)
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BUSINESS PRODUCTS

RADIO DAILY

SPONSORS TELEVISION

The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 60 NEW YORK, FRIDAY, DECEMBER 30, 1949 TEN CENTS

NAME KINTNER PRESIDENT OF ABC WEB

Directors' Strike Off; Talks Will Continue

The proposed strike of radio and television directors, scheduled for some time Saturday, was averted yesterday when network representatives agreed to recognize the Radio and Television Directors Guild as bargaining agent for TV floor managers. Frederick Bullen, executive secretary of the New York State Board of Mediation, prevailed upon the directors, after the long-sought recognition had been granted, to postpone the possibility of any strike until January 31, 1950 by a continuation of negotiations on

(Continued on Page 2)

FCC Withholds Reply To Para. On Transfer

Washington Bureau of RADIO DAILY

Washington—The FCC told Paramount Pictures it cannot give a quick answer on the Paramount application for transfer of the licenses of radio and television properties owned by Paramount affiliates to the new United Paramount Theaters, Inc. The company had asked

(Continued on Page 6)

Anahist Company Buys Two Mutual Programs

The Anahist Co., Yonkers, N. Y., which for the past month has been sponsoring "Counterspy" over ABC, announced yesterday the sponsorship of two additional network programs over 345 Mutual stations.

Effective Jan. 1, the antihistimine

(Continued on Page 2)

Historical

A "History of Radio" room at the Carnegie Museum in Pittsburgh will be started on January 10 by Walter Evans, president of Westinghouse Radio Stations, Inc., during the KDKA Day program of the Pittsburgh Radio and Television Club. The exhibit will be opened to the public during National Radio Week next November.

Top Ten Radio News Events Of 1949

RADIO DAILY'S selections of the top ten radio news events of 1949 and the outstanding network broadcasts follows:

1—Russia's Atomic Explosion
2—The Atlantic Pact.
3—Devaluation of Foreign Currency.
4—U.S. Treason Trials.
5—Communists Take China.
6—Soviet Clashes with Vatican and Tito.
7—Labor Strikes for Pensions.
8—Washington "Five Per Centers."
9—Unification Hearings.
10—The "Veep" and his Bride.

Outstanding Broadcasts

CBS' "Mind In the Shadow" Documentary.
NBC's "Living, 1949" Series.
ABC's Documentary, "The Berlin Story."
Mutual's Coverage of 'World Series.'

Beecham Is Signed To Record For Columbia

Columbia Records, Inc., has signed Sir Thomas Beecham to an exclusive recording contract, Edward Wallerstein, president, announced yesterday. The noted British conductor has recorded with the Columbia Symphony Orchestra in the past week and will make other discs with the Royal Philharmonic Orchestra when he returns to London.

Chartoc Takes Post With TV Research Firm

Chicago — Appointment of Shepard Chartoc as general manager of Jay & Graham Research, Inc., publishers of Videodex Television Reports, was announced by Allan V. Jay, president. The new executive post was created in the firm's recent expansion to 19 cities.

As general manager, Chartoc will

(Continued on Page 3)

Webs Plan Special Pickups As New Year's Eve Features

Catering to America's desire for gay music, light chatter and exuberant spirit on New Year's Eve, the major webs have announced programming plans for late Saturday evening continuing through the early hours of Sunday morning. Dance music, Times Square cut-ins at Midnight (EST), and remote pick-ups from major cities at Midnight in different time zones across the nation will be the order of the day.

NBC will observe New Year's Eve with the usual four-hour dance parade of name bands across the country, and, as an added fillip, will cut into a Times Square pick-up at midnight and will pick-up dance music from two night clubs in Paris during the course of the evening.

In addition, in observance of the start of the New Year and a new half-century, NBC has planned an extensive series of special programs devoted to an analysis of the past fifty years and the possibilities offered by the next fifty years.

"Voices and Events," an hour-long one-shot to be broadcast at

(Continued on Page 6)

Woods Is Elected Vice-Chairman Of Board

Robert E. Kintner, executive vice-president of the American Broadcasting Company, yesterday was named president of the network and Mark Woods was elected vice-chairman of the board of directors, following a meeting of the board in New York City. Edward J. Noble retains

(Continued on Page 3)

Craig Sees Good Year For Radio And Video

"The contention made in the early days of television that radio was on its way out" has been refuted by the sale of 10 million radio sets this year, according the John W. Craig, v-p of Avco Manufacturing Corporation and general manager of the Crosley Division. Radio sales in 1950 will be only slightly under those of the past year, he said, with a sound market of some six million

(Continued on Page 7)

14 Of 20 Leaders In 1948 Still At Top, Says Nielsen

The latest Nielsen ratings show that 14 of the top 20 evening programs last year are still in the upper brackets. CBS continues to dominate the field with 13 shows in the top 20, with NBC having six and ABC one.

The first five in the ratings for the week of November 20-26 were,

(Continued on Page 2)

Deadline

Columbus, O.—A deadline of January 16, 1950 for entries in the 14th American Exhibition of Educational Radio Programs has been announced by I. Keith Tyler, director of the Ohio State University Institute for Education by Radio, which sponsors the yearly exhibit. Entries should represent broadcasts between Jan. 15, 1949 and Jan. 16, 1950.

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MARVIN KIRSCH : Business Manager

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FINANCIAL

(December 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8½	8⅜	8⅜	
Admiral Corp.	18½	17⅝	17⅝	— ¾
Am. Tel. & Tel.	146⅜	146¼	146⅜	+ ⅜
CBS A	28	27½	27¾	+ ¼
CBS B	27¾	27½	27¾	+ ½
Philco	33¼	32¾	33	— ⅛
Philco pfd.	84	84	84	
RCA Common	12⅝	12½	12½	
RCA 1st pfd.	73½	73½	73½	+ ½
Stewart-Warner	12⅛	12	12	
Westinghouse	32¼	31¾	32¼	+ ½
Westinghouse pfd.	103½	103½	103½	
Zenith Radio	32⅜	32	32	— ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16½	16¼	16½	+ ⅜
Nat. Union Radio	2⅝	2½	2½	

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15⅝	16⅝
Stromberg-Carlson	11¼	12½

Anahist Company Buys Two Mutual Programs

(Continued from Page 1)

manufacturer will pick up the tab for "The Falcon" and on Jan. 7 will commence sponsorship of "True or False," a quiz show.

The drug maker also announced increased expenditures in other advertising media. Foote, Cone & Belding is the agency.

WANTED

Total $70,000, 12 months, on controlling interest in 3 new stations. All or ony part. Interesting proposition. Need active managers.

Box No. 297, RADIO DAILY
1501 Broadway, New York 18, N. Y

Directors' Strike Off; Talks Will Continue

(Continued from Page 1)

wages, hours, seniority and vacation and severence pay.

Nicki Burnett, executive secretary of the New York local of the Guild and a free lance director, yesterday told RADIO DAILY that the Guild sought increases in minimum pay for all members. He said the Guild was asking that minimum pay for TV directors be upped to $300 per week; that associate directors and floor managers be raised to $200 per week; and that AM directors be given $200 per week; associate AM directors be upped to $150 per week; and local directors (WCBS-WNBC etc.) a minimum of $100 per week. Full directors in both AM and TV now recieve a flat $130 per week minimum. Floor directors and associate directors have been receiving a $95 per week minimum after ten months of service.

The Guild is also demanding an eight-hour work-day for floor managers and associate directors and is seeking, according to Burnett, "to get rid of the kickback on directors' commercial fees."

It has been customary for the networks to deduct 25 per cent of any commercial fees from the director's regular salary if the fee exceeds $65, Burnett said.

The agreement to continue negotiations until January 31st was reached after network officials agreed to make retroactive to Jan 1, 1950 any pay increase which is granted Guild members. However, said the network executives in attendance at yesterday's meeting at CBS, this was in no way to be construed as agreeing to a pay increase.

14 Of 20 Leaders In 1948 Still At Top, Says Nielsen

(Continued from Page 1)

all on CBS and they were: Lux Radio Theater rating 28.1; Arthur Godfrey's Talent Scouts, 22.3; Jack Benny, 22.0; My Friend Irma, 21.7 and Mystery Theater, 18.6. NBC's Fibber McGee and Molly followed in sixth place with 18.9 and Charlie McCarthy with 17.9 on CBS was in seventh. The top ten was filled out by Day in the Life of Dennis Day on NBC at 16.6, People are Funny on NBC with 15.4 and Walter Winchell on ABC with 16.4.

Other top shows were: Amos 'n' Andy, 16.1; You Bet Your Life, 15.9; Bob Hawk, 15.7; Horace Heidt, 15.7; Bob Hope, 16.6; Red Skelton, 15.5; Gene Autry, 15.3; Inner Sanctum, 14.9; Mr. District Attorney, 14.8 and Bing Crosby, 14.8.

Weekday shows were topped by Arthur Godfrey with a 10.4 rating.

Programs in the top 20 a year ago not included in this report were Duffy's Tavern, Phil Harris-Alice Faye, Big Town, Mr. and Mrs. North, Stop the Music and Fred Allen. Newcomers were You Bet Your Life, Bob Hawk, Horace Heidt, Red Skelton, Gene Autry and Bing Crosby.

Ed Kahn Of WGN Dies Following Long Illness

Chicago — Ed Kahn, production manager of WGN, died here at his surburban Wheaton home after an illness of several months. He was 38 years old. He had been associated with WGN since 1942.

Ed, whose full name was Edmund Franklin Kahn, was an accountant before entering radio in 1937 in New York in the production office of the "We, the People" program. Within a short time he became production supervisor of such programs as "Sky Blazers," "Gangbusters" and "Mr. District Attorney."

Joining the WGN staff as assistant production manager seven years ago, he quickly built a name as outstanding producer of mystery dramas. Including among his best known shows were such popular programs as "Mystery Playhouse," "Crime Files of Flamond" and "County Sheriff."

Mr. Kahn is survived by his widow, Alice and three children, Dennis, 9, Judy, 6, and Sandra, aged 18 days.

Christian Science services were held Tuesday afternoon in Wheaton, followed by cremation ceremonies.

Will Represent WROL

S. E. Adcock, owner of WROL, Knoxville, Tenn., announced yesterday the completion of arrangements with Avery-Knodel, national representatives, to represent the station in the New York, Chicago, San Francisco and Los Angeles markets.

Send Birthday Greetings To—

December 30

Bob Hanson — Stanley High
Arthur Kass — Vincent Lopez

December 31

Bradford Brown — Zeke Canova
Lester Gottlieb — John Kirby
Ted Myers

January 1

Norma Jean Nilson — Ted Cott
William J. Flynn — Rae Ellbrock
Edwin F. Goldman — A. E. Mickel
Frank Kettering — Boris Morros

January 2

Bernardine Flynn — Bill Malo
Abner J. Greshler — Bill Bradley
Claude Sweeten — James Melton

January 3

Maxine Andrews — Mary Guldin
Earl Harper — Elinore Knudson
Lauretta Hopton — Andrea Marsh
Murray Jordan — C. S. Young

January 4

Marie Houlahan — Gilson Gray
Pat Kelly — Lester Wolfe

January 5

Sylvia Ansen — Gilbert Ralston
Elancho Alcorn — Ruth Folster
Howard A. Chinn



Bird Dog

This cocker usually hunts birds. But here she is casting a maternal eye on the newly-hatched pheasants. She's protecting these little birds.

Advertisers need some protection, too, in tough, competitive markets like Baltimore. The best protection you can get against competitors is a strong campaign on W-I-T-H.

The cost is so little! And the results so big! You get more listeners-per-dollar from W-I-T-H than from any other station in town. So call in your Headley-Reed man and get the full W-I-T-H story today.

AM FM
WITH
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Kintner Heads ABC; Woods Is Vice-Chairman Of Board

(Continued from Page 1)

the post as chairman of the board.

The election of Kintner to the presidency of the network and the elevation of Wood to vice chairman took the trade with surprise.

Kintner assumes the duties of the network president on January 1, 1950 at which time Woods will undertake his new board responsibilities.



KINTNER

Kintner, 40-years-of-age, in his new post will be the youngest president of a national network; joined ABC in 1944 following his discharge from the Army. Prior to entering the military service he had been a reporter, a Washington correspondent and the co-author, with Joseph Alsop, of a nationally-syndicated Washington column. He was discharged from the Army as a Lieutenant Colonel after having received the Legion of Merit for distinguished service.

As a newspaper reporter, he was a member of the editorial staff of the New York Herald Tribune. He has also written for the "Saturday Evening Post" and is the author of "Men Around The President" and "Washington White Paper."

Woods has been one of the outstanding figures in the radio and television field. He has been president of ABC since its inception as a separate network in January, 1942. Prior to that, he had been assistant executive vice-president and administrative officer of NBC, then became its vice-president and treasurer before his election to the Blue Network post in 1942.

Woods entered the radio field early in the 1920's, when AT&T set up a subsidiary corporation to operate radio station WEAF, now WNBC. He established many of the first policies of network commercial broadcasting in the triple capacity of financial officer, assistant secretary and office manager of the radio subsidiary.



WOODS

In announcing the action of the ABC board, Mr. Noble said:

"In his new office, Mr. Woods will be enabled to render greater service to our network and to our affiliated stations by being relieved of the burden of administrative duties and given wider scope to function in the fields of sales, talent and programming. The rapid development of television and the continued growth and expansion of radio broadcasting make it imperative that he have more time to devote to the broader problems of radio and television, sales and programming."

Woods Praises Kintner

Mr. Woods, announcing the election of Kintner as president of the network, said:

"Mr. Kintner has established himself as an outstanding executive officer in the radio and television field. He has brought to our network a new, young, and vigorous trend of thought and operation which has made the American Broadcasting Company an outstanding factor in radio and television. I am confident that under his administration the network will continue the sustained progress which has marked it since its organization."

Chartoc Takes Post With TV Research Firm

(Continued from Page 1)

coordinate all phases of the Videodex quantitative and qualitative audience ratings and television program analysis service.

A former New Yorker, Chartoc came to Chicago in 1943 as Midwest director of press information for CBS. He was also appointed director of special events and education. In 1946, he organized the syndicated package firm of Chartoc-Colman Productions, and later became radio and television director of Buchanan Company in Chicago.

Jay & Graham Research, Inc., began operations in Chicago during September, 1948, with an intensive analysis of television viewing habits by the diary panel method. Additional panels were established in New York last March and Los Angeles in June. In the last three months, panels have been extended to Baltimore, Boston, Buffalo, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Milwaukee, New Haven, Philadelphia, Pittsburgh, Schenectady, St. Louis, Toledo and Washington.

Cable-Car Greeting Wired From S. F. To INS Clients

International News Service clients received an unusual special service Christmas Eve—a musical and pictorial holiday greeting on their teletype machines. Sent from INS' San Francisco bureau, the greeting was a picture in teletype characters of a typical Bay City cable car and beneath it, a fancifully formed "Merry Xmas." The picture and greeting were preceded and followed by the teletype bells, usually used to signal bulletins and flashes, ringing out the rhythm of "Jingle Bells."



He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original "news co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

COAST-TO-COAST

Dick Haymes Emcees

Milwaukee, Wis.—"Our Christmas Stocking," a special holiday program starring Dick Haymes, was aired at 3:00 p.m. on Christmas Day over WISN. Haymes starred in the Christmas fantasy, "Mr. Stone And The Christmas Angels," during the program. He also acted as Master of Ceremonies. Musical entertainment was provided by Lyn Murray and his chorus, Russ Morgan, David Rose, Bob Eberly, Helen Forrest, The Page Cavanaugh Trio, Monica Lewis, Carmen Cavallero, the Three Suns and Eddie Howard.

Benefit Party

Wichita, Kans. — Radio station KFH and KFH-FM, in cooperation with the Salvation Army and the Wichita Amvets, sponsored the first annual Christmas program and party for 1,500 under-privileged children here. The party was held in the 9th floor auditorium of the KFH Building and ran from 2 to 4 p.m. Christmas Eve. The kiddies, who began filling the lobby at nine in the morning, were entertained by a puppet show, a magician, boy accordianist, and many other acts.

New Year's Event

Hartford, Conn.—The publisher of the Hartford Courant, John R. Reitemeyer, will broadcast a New Year's message over WDRC, Dec. 31. His message will be heard during the regular Hartford Courant newscasts over WDRC at 6:05 and 11:05 p.m. that night.

Sen. Johnson To Speak

Washington — Senator Edwin C. Johnson, chairman of the Senate Interstate Commerce Committee and key man on Capitol Hill on radio matters, will be the featured speaker at the FCC Bar Association dinner the night of January 12. The annual dinner will honor the members of the FCC.

NEW
on the Air!
NEWS
That's Fair!
Listen to
FRANK EDWARDS
Starting January 2
Coast-to-Coast
Mutual Network
10 P.M., EST
Sponsored by
AMERICAN
FEDERATION OF LABOR



Man About Manhattan. . . !

● ● ● FRIDAYDREAMING: Ralph Edwards readying both of his shows ("Truth or Consequences" and "This is Your Life") for teevee. . . . Lowell Thomas, still on crutches from his Tibetan accident, vacationing at Lake Placid. . . . Sammy Kaye looking for a new male vocalist to replace Don Cornell, who is now on his own but still under Kaye's management. . . . When Irving Berlin was interrupted while singing "Alexander's Ragtime Band" on "Stop the Music" recently, he said to Bert Parks: "After 39 years, it's about time!" . . . Morey Amsterdam mulling another B'way fling as producer-star. . . . Mercedes McCambridge, fresh from her film triumph in "All the King's Men," pinch-hitting for Elspeth Eric on "Young Dr. Malone," while latter vacations in Bermuda. . . . Sid Paul, one of our favorite ether emoters, landed the lead on a new WMCA documentary. . . . Jimmy Blaine, vocalist on "Stop the Music," doubles at nite as a staff announcer at ABC. . . . Aside to Bill Slater: Did you see P. 24 of the current TeleVision Guide? . . . John Tillman readying an article on video fluffs. . . . Meade Davidson, WWRL newscaster, seriously ailing. . . . Jack Gilford has taken over one of the comedy leads in the forthcoming B'way revue, "Alive and Kicking." . . . One line description of "Samson & Delilah" from Herb Sheldon: "It's about a longhair who gets clipped."

☆ ☆ ☆ ☆

● ● ● SHORT STORY: Merle Abner, of WLW's Swanee River Boys quartet, recently bought himself a Crosley car. He had no garage for the car. So he bought a tent. On Christmas Eve the car was stolen. So was the tent. Marking prob'ly the first time a car and garage have ever been stolen on a package basis. Next day the car was recovered. The garage, however, has disappeared without a trace.

☆ ☆ ☆ ☆

● ● ● Taking advantage of one of the greatest natural exploitation stunts of the year, 20th Century-Fox's Alfred Palca will blanket the nation's New Year's Eve (via some 1094 stations) with one-minute spots heralding the coming year on behalf of their new picture, "Twelve O'Clock High." The spot announcement, now being shipped to every state in the union, breaks up the plug for the film with ten-second breaks to announce the time left before midnight. As it gets close to the final moment, the announcer calls off the seconds in fractions of the minute, winding up with "It's Twelve O'Clock High! Happy New Year!"

☆ ☆ ☆ ☆

● ● ● OUR HAT'S OFF DEP'T: Comedienne Kay Murtah's guffawmance in "Texas, Li'l Darlin'." . . . Herb Sheldon's monthly sales letter which acts as a liaison between his time salesmen, the sponsor-to-be and the program itself. . . . Bob Stevens' production, direction, casting and editing of CBS' "Suspense" and "Romance." . . . Ruth Webb's thrushing at the Nightcap.

☆ ☆ ☆ ☆

● ● ● David O. Alber Associates, Inc., with Gene Shefrin as account exec, have been retained by the Children's Council, Inc., of Westchester, in connection with their "Cinderella Ball" to be held in May to raise funds for underprivileged Westchester youngsters to summer vacation at Camp Loyaltown, Hunter, N. Y. Publicity firm, incidentally, recently copped first place among independent radio publicity offices in two radio editor polls.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Jim (BMI) Cox's face is still red. Some of the fine water colors he picked out for his Christmas cards were by an artist named James W. Cox, and he's still being ribbed about it. . . . Roger Price on the Arthur Lesser show tonite. . . . James Monke has joined the cast of "Road of Life."

SAN FRANCISCO

By NOEL CORBETT

TV disc jockey Del Courtney had an impressive list of guests for his opening KPIX show. Herb Caen, who writes books about San Francisco; Joe Louis, who's here to box a former sparring partner; Dude Martin, who's a hillbilly with a hep band; Leighton Noble and Eddie Fitzpatrick, ork leaders, helped to spark things up.

KFRC's Bill Nietfeld and Harrison Wooley arranged a special Christmas party for orphans at the Press Club December 20.

Bill Andrews, KNBC salesman is in his 25th year of radio. He started on KLX in Oakland; later went to NBC at 111 Sutter; announced "One Man's Family"; went to Hollywood as NBC's night manager; served as flight operator in the Ferry Command, then back to NBC in San Francisco.

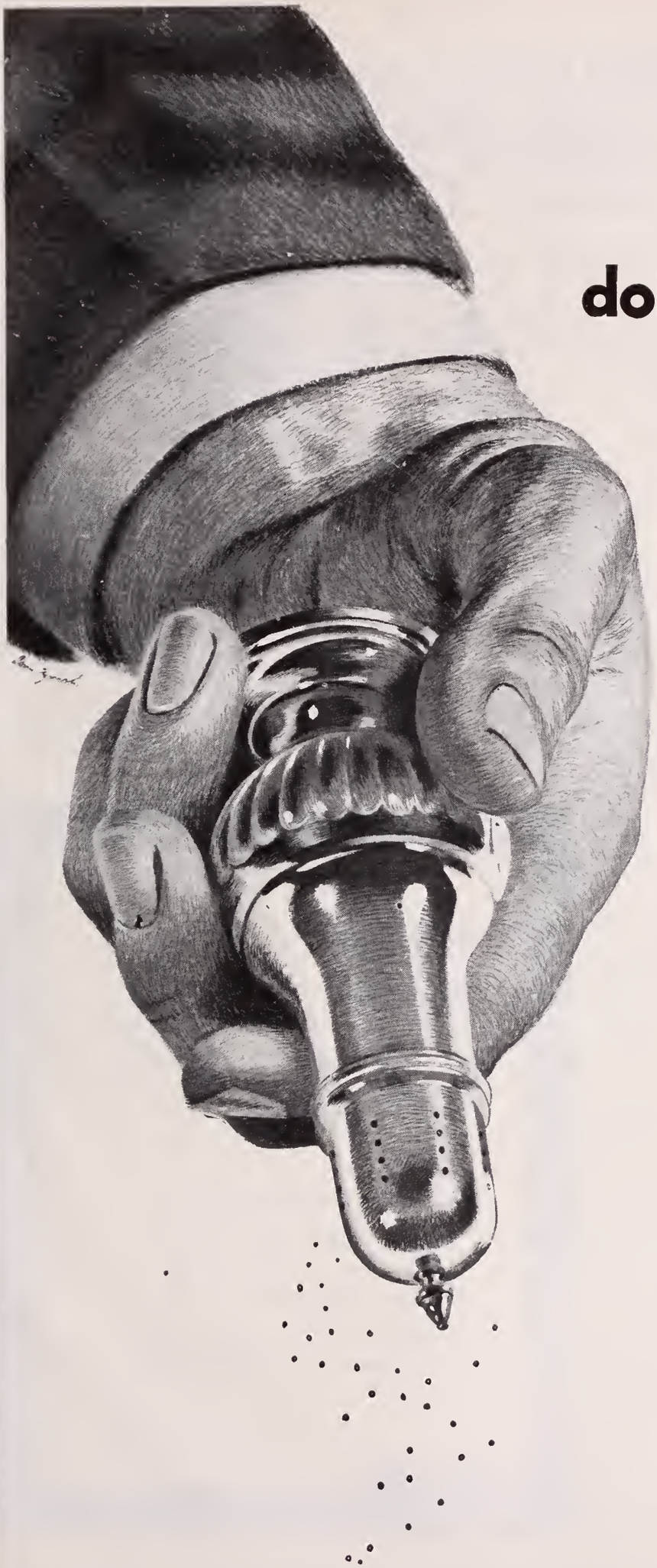
WJR Distributes Bonuses

Detroit—WJR employees received a Christmas bonus of 10 per cent of the annual staff salary this year keeping intact a policy of year-end bonuses inaugurated fifteen years ago, Harry Wismer, Goodwill Station general manager, revealed yesterday. Since 1934 WJR staff members have received year-end bonuses based on a percentage of their annual staff wages.

Hollywood's New
COUNTRY CLUB
HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
- Rates from $6.00 up. Single Kitchenette Apartments Available by Week or Month.

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445 North Rossmore Avenue (Vine St.)
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Telephone: HOllywood 9-2701



Better start doing this to part of your money

YOU KNOW how money is!

Today it's in your hand, and the next day it *isn't!*

A lot of people, however, have found an excellent way to make certain they will have money when they need it most.

They *salt* away part of their pay each week in U. S. Savings Bonds through the Payroll Savings Plan where they work.

They know that saving this way assures them of the money for a down payment on a new home . . . a new car . . . or retirement when the time comes.

Furthermore, in ten years they get back $4 for every $3 invested in U. S. Savings Bonds.

Why don't *YOU* start saving money *regularly* and *automatically* where you work, or at your bank through the Bond-A-Month Plan?

Automatic saving is <u>sure</u> saving — U.S. Savings Bonds

This space contributed by RADIO DAILY.

Webs Plan Big New Year's Eve; N.Y.C. Indies Also Going 'All-Out'

(Continued from Page 1)

1:30 p.m. on Saturday afternoon, will feature a roundup of the news events of the first fifty years of the century backed up by recorded comments by the outstanding news personalities of the era. James Fleming will edit and narrate the special program.

Other special programs over the week-end include: on Saturday, at 2:30 p.m., "Boys Town, Italy" which will feature Alchide di Gasperi, Premier of Italy, Myron Taylor, U.S. Envoy to the Vatican, and Gen. Mark Clark; at 3:00 p.m., "Armed Forces Across the International Date Line" a series of armed forces pick-ups from Tokyo and Guam; and at 3:30 p.m., "Forecast—1950," a special program narrated by Robert Trout which will be made up of around-the-world news pickups from NBC foreign and domestic news bureaus.

Special 'Round Table' Set

On New Year's Day, NBC plans a special University of Chicago "Round Table" program which will review the half century just passed and will predict some possible developments during the next fifty years. Also the web will gather together ten of the nation's outstanding newsmen for a review entitled "Voice of the Press" of the half century passed and a prediction of possible headlines during the half century to come .This program features such journalists as Roy Roberts, Whitelaw Reid, Virgil Pinkley, William H. Hessler and Wright Bryan. "Round Table" will be heard at 1:30 p.m. and "Voice of the Press" will air at 1 p.m. All times are Eastern Standard.

Mutual will start its "Dance Parade" at 11 p.m. (EST) with remote pickups from New York hotels featuring name orchestras and will cut into a Times Square pick-up at 11:55 p.m. From that time on through the early morning hours MBS will follow Father Time through the time zones ending up at 4 a.m. with a pick-up from Hawaii featuring the music of Niumalu Hozl.

Between the hours of 11 p.m. and 4 a.m., Mutual will broadcast the music of Guy Lombardo, Ray Anthony, Emil Coleman, Hal McIntyre, Art Waner, Ray McKinley, Dick Jurgens, Lawrence Welk, Freddie Nagle, Jimmy Palmer, Xavier Cugat and Mr. Hozl.

ABC Features Bands

ABC has planned a similar evening and early morning program of dance music complete with the Times Square cut-in at Midnight. In addition, the web will broadcast a special pre-game broadcast from New Orleans at the Sugar Bowl Dinner. This show will be emceed by sportscaster Harry Wismer and will feature interviews of sports personalities present at the dinner.

Music-wise, ABC will offer listeners the orchestras of Hal Wayne, Frankie Masters, Henry Busse, Jack Nye, Buddy Clark, Dick Jurgens and Leighton Noble. San Francisco will be the termination point of ABC's cross country trip in pursuit of the turn of the mid-century.

CBS will present a cross country "Dancing Party" featuring the music of a large variety of name bands from key cities throughout the nation.

Brief Encounter

One of the shortest sponsored shows on radio, a description of the stroke of midnight in Times Square, to be heard over WOR from 12-12:03 a.m. on January 1 will be bankrolled by the Eveready division of National Carbon Co. The three minutes will also be used to describe the lighting of a huge spotlight advertisement being placed in Times Square by Eveready.

On New Year's Day, highlighting the turn of the half-way mark of the 20th Century, CBS will present a special program, sponsored by Chevrolet. Entitled "Mid-Century," this show will bring together in New York the chiefs of CBS news bureaus throughout the world for an analysis of the state of civilization as it enters 1950. Edward R. Murrow will chair the discussion which, in addition to the foreign bureau heads, features Eric Severeid and Larry Leseur.

Indies Announce Plans

A nostalgic glance at 1949 will be given by several independent stations in reviews of top news events and music from the year. WLIB will begin bright and early on The House That Jack Built show from 7 to 10 a.m. with the top tunes of the year. Following this on the same station from 10 to 11 a.m. will be music from the theater during 1949.

Music composed since 1900 will come in for consideration on WQXR's Our Musical Heritage Series from 8:05 to 10 p.m. beginning on New Year's Night. WQXR will present other compositions of this century in further programs each Wednesday, Saturday and Sunday.

A round-the-clock feature which began this week and continuing until New Year's Day are greetings from MGM stars such as Lena Horne, Gene Kelly, Frank Sinatra and others heard on station breaks over WMGM.

Another backward glance at 1949 is the WOR program highlighting the ten top news stories of the year as compiled by the United Press. Earl Johnson, v-p and general manager for UP, will narrate on the broadcast from 10:15 to 10:45 a.m. with assists from WOR newscasters and Bernard Baruch.

A similar review of 1949 news will be broadcast in Italian by WHOM from 4:30 to 5 p.m. While this is the feature presentation of the station, other broadcasts with a New Year theme will be carried in Polish, Jewish, Spanish and German.

In honor of the day itself with no glance in either direction will be greetings from WOR personalities heard from 8 to 9 a.m. in the mornings. Greetings from WOR-TV stars will be broadcast from 12 to 12:30 p.m. on January 1.

WQXR will air Volume II of "I Can Hear It Now" on the first day of 1950 with sounds and voices which made history since 1945 taking the spotlight.

WNEW To "Crystal Gaze"

WNEW will go crystal gazing on a program titled Calling the Future to be heard from 5 to 5:30 p.m. on January 1. Allyn Edwards will place calls to leaders in all walks of life and interview them about their prophecies of things to come.

Other programs include a New Year's message by the Rev. Carl Chworowsky of the Unitarian Church in Brooklyn at 9:45 p.m. on WEVD.

The whole half-century will be scanned on a WVNJ review to be broadcast from 7:35 to 8:30 p.m. Hit songs of 1949 will be carried by the station in a program from 10 to 10:30 p.m. WWRL will also banner hit songs on New Year's Eve from 10:15 to Midnight.

FCC Withholds Reply To Para. On Transfer

(Continued from Page 1)

for in a letter written last week for a Commission okay by Jan. 1 for the assignment of the control of Balaban and Katz stations in Chicago (WBKB and WBIK) and WSMB-FM, New Orleans, to the new theater company.

In the case of the New Orleans stations, Paramount asked for Commission approval for the transfer of control of 50 per cent of the stock of Paramount Richards Theaters, Inc., which controls 50 per cent of the stock of WSMB, Inc., from Paramount Pictures to United Paramounted Theaters, Inc., and a transfer of the other 50 per cent of Paramount Richards Theaters, Inc., from E. V. Richards, Jr., to United Paramount Theaters. The stations were held equally by Paramount Pictures and Paramount Richards, but will be turned over entirely to United Paramount Theaters.

The transfers are pursuant to the Paramount consent decree in the Government anti-trust suit.

• faces • facts • figures • wins •

AMERICANS, SPEAK UP!

10:45-11:00 P. M. MONDAY

A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

WINS 50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

TELEVISION DAILY

Section of RADIO DAILY, Friday, December 30, 1949 — TELEVISION DAILY is fully protected by register and copyright

NEAR 4,000,000 SETS AT YEAR END

TELE TOPICS

AFTER SEEING Dr. Franz Polgar's amazing demonstration on the Godfrey show Wednesday nite, we regretted that we had missed the hypnotist's own short-lived stanza on CBS. On the Chesterfield show, Polgar gave cards to five members of the cast. After reading the cards for two minutes or less, two of them, musicians Sy Schaeffer and Lee Irwin, fell asleep. There was no doubt that they were completely under and their reactions to two post-hypnotic suggestions were most interesting. While we were watching the act we thought that Schaeffer and Irwin had been hypnotized previously by Polgar and that their reaction to the cards was in itself the result of this previous hypnosis. We checked with some folks at CBS and with Polgar himself yesterday and learned that our suspicions were unfounded. Polgar said he has passed out the cards to fifty students who were total strangers to him and has had perhaps 35 of them go under. He's still under contract to Trimount Clothes, he said, but he received several offers for guest shots yesterday as a result of his appearance with Godfrey.

•

THE RIVALRY between NBC and CBS has been extended now to the field of grand opera. Early yesterday morning our Western Union teletype started clicking with a wire inviting us to see Opera Television Theater's "Carmen" on CBS Jan. 1 and right behind it came a message from NBC inviting us to a press confab Tuesday on the NBC opera series which kicks off Jan. 14 with Kurt Weill's "Down In The Valley." Marion Bell and William McGraw will sing the principal roles in "Valley," supported by Ray Jacquemot and Kenneth Smith. The work will be staged by Charles Polacheck and conducted by Peter Herman Adler. . . . "Mid-Century," to be sponsored on CBS-AM by Chevrolet Jan. 1 will be repeated that nite as a TV sustainer. . . . KING-TV, Seattle, and KFMB-TV, San Diego, have signed with Telenews-INS for daily newsreel service.

•

CBS PULLING OUT ALL STOPS for the Ken Murray show, will do a special pickup from its 39th Street theater for a half-hour preceding the preem Jan. 7. 'Twill be one of those Hollywood-type previews with Faye Emerson, Robert Q. Lewis and Doug Edwards handling emcee chores. . . . Philadelphia's Mummers Parade will be scanned by WFIL-TV with Petrol Corp. picking up the tab for Cities Service. Jim Felix and Dale Park will be behind the mike and Herb Horton will direct. . . . Colgate-Palmolive-Peet has signed a 52-week renewal for its portion of "Howdy Doody" on 24 NBC interconnected stations. Ted Bates is the agency.

Craig Sees Good Year For Radio And Video

(Continued from Page 1)

home receivers and at least three million auto sets predicted.

In his year-end statement, Craig declared that radio manfacturers having fresh designs and features will continue to find good markets.

In 1950, "television will continue as the nation's fastest growing industry," Craig reported. He estimated that the demand for sets in recent months will extend into the Spring, although there is likely to be a slackening during the summer months as in 1949. "The industry should sell around 3,200,000 sets" in the year, he added.

One of the factors in TV which will help create demands will be new designs and improvements, Craig went on to say. "Up to the present, for example, television cabinet styling has simply imitated radio. We believe at Crosley that television should have i' own distinct design, recognizing that television is a theater in the home."

The 1950 line of Crosley receivers, Craig noted, will present "a proscenium arch screen in curved bow-front cabinets which simulate an attractive stage."

Shorter picture tubes will enable the manufacturer to provide larger screens in the same size cabinet, the Crosley official said. "This year probably will see the 12½ inch tube replace the 10-inch tube in top sales volume."

NBC Courier

When Mayor William O'Dwyer and Mrs. O'Dwyer arrived at Newark Airport last night, hizzoner carried under his arm a can of film. "Give this to some NBC man," said he.

Seems that when Harry Walsh, NBC cameraman, filmed the departure of the newlyweds from Miami for later use on NBC-TV, he could find no messenger at plane time. The city's Chief Executive very graciously volunteered to lug the celluloid back to his city and his public.

DuM. Holiday Show Raises Polio Funds

More than $178,000 has been received yesterday for the Eastern Area Sister Kenny Institute as a result of the DuMont web's five-hour Christmas Party last Sunday night, with donations still coming in.

According to officials of the Sister Kenny Foundation the goal of $250,000 set for the show will be surpassed. Gifts received thus far ranged from 50 cents to $5,000. With a breakdown still to be made, several gifts of $5,000 each are already listed and seven or eight of $1,000 each have been tabulated, DuMont said.

The all-star show was emceed by Morey Amsterdam, assisted by Don Russell. Twenty-five telephone operators were on duty until an hour after the show went off the air.

98 Stations On Air In 58 Markets— Double 1948

At the end of 1949—the first big year in the television boom—there are almost 4,000,000 receivers in use throughout the country and 98 stations on the air in 58 cities. By comparisons, there were 49 stations in operation at the end of 1948 and about 1,200,000 receivers.

The figure of 4,000,000 sets is a trade estimate based on the NBC research department total of 3,497,000 sets as of Dec. 1 and reports received since that date of extraordinarily heavy sales preceding the Christmas holiday season.

According to Hugh M. Beville, Jr., NBC research director, more than 472,000 sets were sold throughout the country during November. Sales for September, October and November of this year totaled 1,187,000. From Jan. 1 through Sept. 1, 1,310,000 receivers were sold, NBC said, showing that sales in the past three months have nearly equaled the total number of sales for the first eight months of the year.

It is believed that New York now has a circulation of one million sets. The NBC report listed 950,000 installations as of Dec. 1 and retail sales figures indicate that the total is now closer to the million mark.

Seven new TV markets have been opened since the last NBC report Nov. 1. They are Utica, N. Y.; Binghamton, N. Y.; Huntington, W. Va.; Tulsa, Okla.; Bloomington, Ind.; Phoenix, Ariz., and San Antonio.

Receiver Production Increase Of 75% Planned By W'house

Sunbury, Pa.—Westinghouse TV receiver output will be increased by 75 per cent during 1950, F. M. Sloan, manager of the home radio division, said in a year-end report released today. Manufacturing facilities at the firm's seven-and-a-half acre plant here are being increased by one-third, he said. The expansion program, started last month, will be completed in the first quarter of 1950.

Pointing out that there are more than 24,000,000 families within range of the 98 stations on the air despite the freeze, Sloan said, "With only 3,800,000 television receivers in operation at the end of the year, there is a potential market of 20,000,000 families, and this will be increased as soon as the FCC makes a decision on the difficult technical problems now before them."

Predicting industry-wide production of 3,500,000 sets next year, the report said:

Sees Market Picture "Brighter"

"The market picture becomes even brighter when it is realized that the industry has made tremendous progress in improving quality while reducing prices by almost fifty per cent in the past five years. Although such drastic price reductions cannot be expected in the future, further savings will probably be possible barring the type of economic activity responsible for the strong inflationary period during 1946 and 1947."

Cities Service Cancels Tele Version Of "Band"

TV simulcast of "Band Of America" on NBC will be dropped by Cities Service Jan. 9, with the oil company planning a series of films to be used as video spots. The AM version of the show, radio's oldest continuous series, has been renewed for year, effective Jan. 23.

In announcing the cancellation, Cities Service said:

"Cities Service is sold on the new advertising television medium. The results of the network TV test exceeded expectations. The show was well received by the company's trade, customer and dealer organizations.

"The plan to substitute television spot films at this time for the simulcast Cities Service radio program is predicated on the decision to wait for a wider distribution of TV stations and home receivers in Cities Service marketing areas."

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Dec. 30, 1949

New TV Tube Coating Revealed By Corning

A new method for coating the inside surface of TV picture tubes has been announced by John L. Ward, manager of Corning Glass Works' electrical products division. This method, a laboratory development of a new electrically conductive opaque coating, can be applied at the time of manufacture of the glass bulb and eliminates the need for carbon coating of the bulb by laborious hand methods in TV tube manufacturing plants.

Permanently Fused To Surface

Also, because the bulbs can be coated by Corning Glass Works at the time of manufacture, this operation will be eliminated at the tube-maker's plant. In addition, the new coating is permanently fused to the surface of the glass and will not be affected by washing or other reclaiming operations.

Ward also stated that this is a completely new type of coating with all the desirable features of the presently-used carbon coating such as non-reflectivity and opacity. As soon as facilities for commercial production are available, the company plans to coat all its glass TV tubes with the new material.

Ease of applying the new coating, Ward pointed out, will simplify the final assembly of the new rectangular all-glass tube and speed its adoption by the TV industry.

Tele View of the Week



Non-owners of TV sets viewing Packard-Bell video receivers on display at the Packard-Bell Television Theater, recently opened in the heart of the apartment house section of Los Angeles, where most of the tenants do not as yet own sets. Packard-Bell, largest coast manufacturer of TV sets, believes it is the first company to establish a theater of this kind in a residential area of a major city.

Tallest AM-TV Tower In U. S. For WCON

Foundation work for the largest radio and TV tower to be constructed in the United States has just been completed in Atlanta, Ga. Designed and fabricated by International Derrick and Equipment Co. for WCON, the tower will rise 1,000 feet above Atlanta. The addition of a super gain RCA pylon on top of the tower will make the structure 1,057 feet high.

Foundation Is Ponderous

Foundations for the tower and guy anchors are unusually large, a total of 500 tons of concrete being poured in their construction. Interlaced steel rods and various types of fill were used in setting the anchors securely.

A feature of the tower will be a one-man elevator for hoisting maintenance workers up to a height of 798 feet. In addition, an inside ladder will run the entire length of the tower.

So that persons in the surrounding area will be fully aware of the structure's sponsor, 14-foot flashing letters at a height of 400 feet will spell out WCON-TV. It is estimated that the call sign will be visible for a distance of 20 miles away.

Completion Planned For February

Plans call for completion of the tower by the end of February. Construction of the tower is under the supervision of IDECO.

Ruby Service Constructs TV Film Editing Rooms

Ruby Editorial Service, Inc., affiliated with the Ruby Co., has constructed a battery of eight editing rooms at 729 Seventh Ave., New York, for the use of TV film producers, Edward Ruby, president, announced. Each room, a complete workshop in itself, is sound-proof, air-conditioned and fully equipped with the latest type of apparatus. Ruby stated that the units were designed to meet the demands of professional standards and techniques and were available for rental by day, week, month or longer periods.

New TV Manufacturer Previews 1950 Line

Atwater Television Co., Brooklyn, N. Y., a newcomer in the field of video set manufacturing, previewed their 1950 line of sets this week at the Park Sheraton Hotel, N. Y. I. R. Ross, general sales manager introduced the new line which features a 19-inch console-combination listing at $449.50 and other receivers including a 12½-inch and 16-inch model, which he reported, has resulted in nearly $2 million in orders thus far. Mid-west distributors of the line will see sets in Chicago's Palmer House in January.

PRODUCTION PARADE

GE Equip. For S.A.

The first FM broadcasting station in Venezuela will go on the air this month using a 250-watt transmitter manufactured by the General Electric Co., Electronics Park. Sold by International GE S.A., Venezuela, the transmitter will be operated by Radio Cultura with studios in Caracas. In addition to providing FM programs, the new transmitter will serve as a point-to-point relay.

Sightmaster Sightmirror Available

The Sightmaster Corp. has announced the issuance of a patent covering its Sightmirror which will make it available for public use for any television receiver now in existence. Sightmirror, which serves as a filter to eliminate glare and the possibility of eyestrain and softens the picture, also has the advantage of being a decorative mirror when the set is turned off.

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